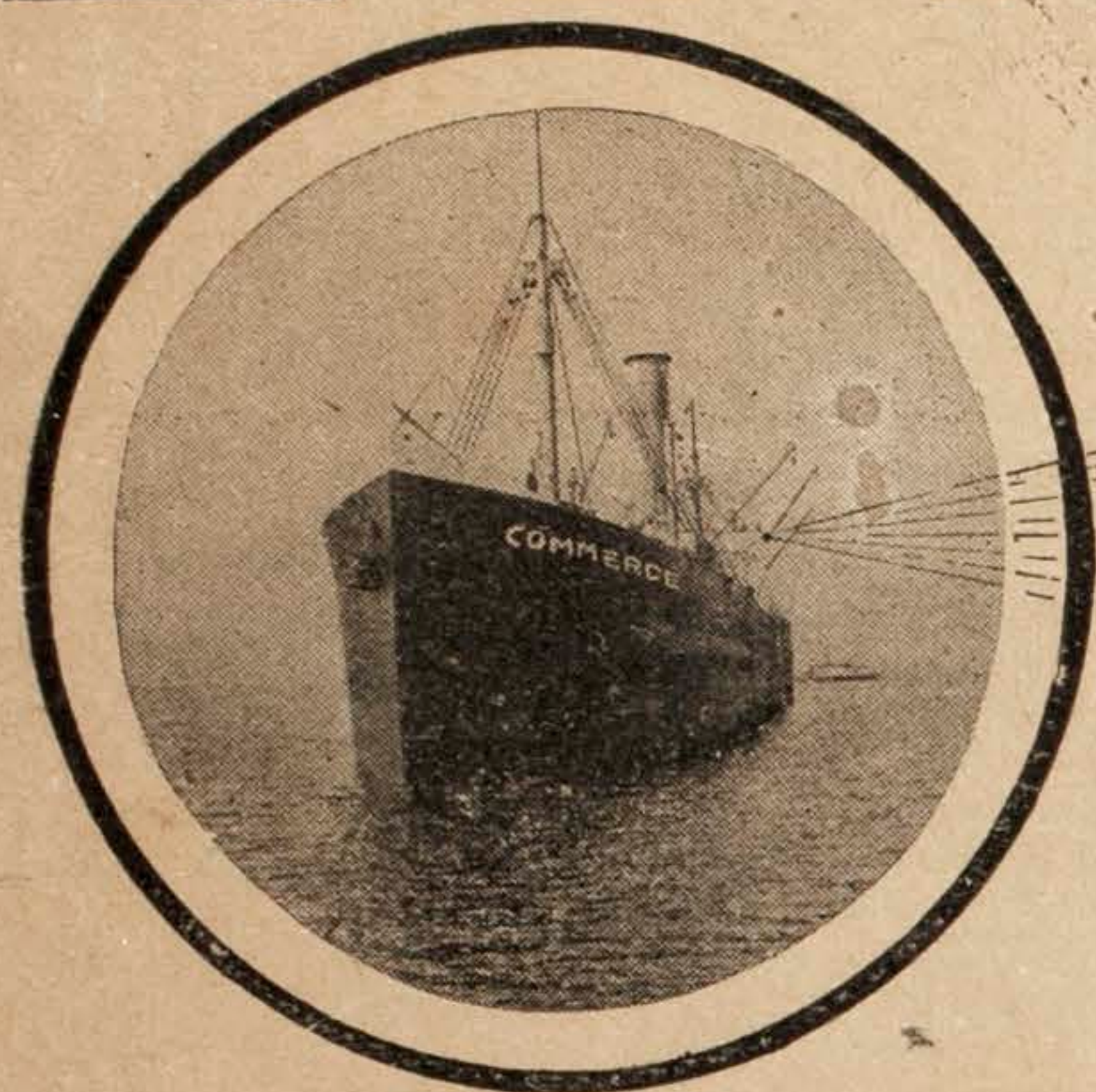


SAN DIEGO EXPOSITION BULLETIN



"IF WE PRINT IT-
IT'S A BOOST"



VOL. I

SAN DIEGO, CALIFORNIA, MAY, 1912

No. 5



FIFTH STREET, ONE OF SAN DIEGO'S
BUSINESS SECTIONS

Our New Business Department Is Worth Money to Patrons

The modern electric light and power company is anxious that every customer receive full value for the money paid for service.

The San Diego Consolidated Gas & Electric Co. maintains a staff of lighting and power experts—not merely to hunt for business, but to show patrons how to use electric energy to their best advantage.

It would be folly for our representatives to try to sell a customer more light or more power than he really needed.

But it is good business practice to see that each customer properly utilizes every unit of electric energy passing through his meter.

Our commercial engineers are at your service whether you want advice about lighting a bungalow or operating a plant.

Telephones: Home 4119; Sunset 66.

*San Diego Consolidated
Gas and Electric Co.*

The Academy of Our Lady of Peace

The educational institutions of San Diego are noted for their thoroughness in the training of youth. Higher education has its own splendid facilities in the colleges and academies which abound, the faculties of the same being renowned for erudition and success in imparting instruction. Among these institutions none holds a higher place than the well known Academy of Our Lady of Peace, which is conducted by the Sisters of St. Joseph, 1135 A street, and whose progress forms a great part of the history of our fair city.

We take especial pleasure in calling the attention of our readers to this well established institution, which is a boarding and day school for girls and young ladies. The school is admirably conducted, and its course of study fully up to the requirements of the time, embracing, besides a carefully graded Academic course, the commercial course, physical culture, music, painting and needlework. It is well equipped with a library of the best books, apparatus for experimental work in the sciences, geological collections—in fact with everything necessary for an institution devoted to the interests of education.

Near the Academy is St. Joseph's day school for boys, also under the able direction of the Sisters of St. Joseph, where the pupils remain until the completion of the grammar grade course. In both of these institutions, with the cultivation of the mental powers, special attention is also paid to the development of the moral and physical powers, thus fully equipping the pupils for the positions they will have to fill in life.



J. Wm. Brown, Oph. D.
Pres.

Think it Over

The ills of life may be due to defective vision in your case, let us prove or disprove it.

We examine the eye carefully, and by the latest scientific methods and adjust glasses to relieve headaches and many other troubles.

The Brown Optical Co.

Registered Optometrists and Mfg. Opticians 1022 5th St.

Blochman Banking Co.

Commercial & Savings

Banking in **ALL** Its Branches

SAN DIEGO, CALIFORNIA

The San Diego Exposition Bulletin

An Independent Journal Containing Reliable Information About the Panama-California Exposition and Devoted to the Interests of the Stockholder, Investor, Homeseeker and Tourist

VOL. I

SAN DIEGO, CALIFORNIA, MAY, 1912

No. 5

San Diego Is a City of Peace, Happiness and Plenty

San Diego, the city of opportunity, welcomes the world, would impress upon the world that she possesses what she claims—an unequaled all-the-year-round climate—a rapidly increasing back country, as diversified as any on earth—potentialities, the greatest in the great west—with her magnificent harbor, now being developed and improved; being made ready for the vast fleet of shipping that shall plow those placid waters, and repair thereto on the completion of the Panama Canal. The fact that she will, in the near future, be the terminal of a transcontinental railway of her own, bringing as it will to her doors a vast commerce from all the states of the south, and an immense increase of visitors, tourists and settlers, who, at present, must perforce visit other, and less favored Pacific Coast centers ere reaching the potential capital of the great Southwest, should prove to the wiseacres of finance and golden opportunity, her assured great destiny.

San Diego would demonstrate to the world that she has no quarrel with her sister cities of the coast; that she is the capital of a land of peaceful prosperity, the pivotal point of a vast and diversified southwestern empire, and that she wishes to be at unity with all the world. That she is a city of peace and plenty and does not desire publicity in any other direction.

She would wish to notify the citizens of America, and of all the world, that all law-abiding peoples are welcome to participate in her great and undoubted future prosperity, and would inform all North, South, East and West, that she is an open port, in every sense of the term; that no sect or schism is barred, and that all "isms" may be allowed to doctrinize to their hearts' content do they but abide by the laws of the city and those of the state of California.

She deprecates and deplores certain unenviable notoriety, such as has been thrust upon her by certain unscrupulous agencies, and through the efforts of jealous rival cities. She desires nothing but peace and prosperity, which are hers by virtue of her early, trying struggles, in the teeth of every adverse circumstance, and hers by every law of right and reason.

San Diego has no quarrel with anybody, welcomes anybody and everybody, with this sole, distinct reservation: that each and all MUST lawfully abide by the statutes of the land, of the state of California, of the county and of the city. Elsewise does she not desire nor welcome strangers, be they what they may.

It is anticipated that the completion of the Panama Canal will ante-date its long advertised opening, the year 1915, and therefore work is being rushed on all harbor developments for that reason, in order that the first of call on the Pacific coast of the United States will be prepared to welcome the shipping that shall repair to the "Harbor of the Sun." Dredging and wharf construction, under the direction of Engineer Capps, are being pressed forward at a great pace and an increased force of men added to those engaged in the construction work on the San Diego and Arizona railroad, in order that that great project shall be finished in time for the completion of the "Big Ditch."

While there is elsewhere, palpably—in other cities and other centers—somewhat of an inactivity in further development and building operations, and reports and rumors of depression, as is generally assumed by reason of a keenly contested presidential election, and a social unrest, San Diego continues her record breaking career in all branches of business activity. Ever increasingly do statistics prove to the doubter and caviler that, in proportion to population, this city leads the United States. All records to date have been shattered in the matter of building permits, bank clearances, increase of population and in real estate values.

Metropolitan buildings are in the course of erection, all over the city, while excavations for numbers of others are being made. Plans for scores of other great structures are in the hands of the various architects of the city, who are all working overtime, and the further up-building of San Diego, up-to-date, shows, according to all authoritative records available, that, per-capita, the city is growing more rapidly than any city in the country.

Huge re-inforced concrete buildings, of the most modern style of architecture—fire-proof and earthquake proof—are springing up like mushrooms on the leading thoroughfares of the city, while permits for others—greater and higher—have been and are being granted. A city ordinance, which, in the opinion of the most enterprising men of San Diego, meant incalculable harm to the city's immediate growth—that of the restriction of the height of buildings—has been set aside, and the capital of the southwest will, within the next year or so, have a number of "skyscrapers".

The great Spreckels theater block, on D street, between First and Second streets, costing in the neighborhood of a million dollars is practically completed, and has been erected within a year. The huge, new hotel, also of reinforced concrete, under construction, on D street, between State and Union streets, is also nearing completion, while the increasing demands for accommodations, by tourists, travelers and would-be settlers, is resulting in the erection of hotels, rooming and apartment houses all over the city.

The advertising, secured through the publicity department of the Panama-California Exposition has largely brought about this great influx of population to the city and county of San Diego.

As a well-known writer recently said of this influx:

"Annually thousands come to gaze, stay to wonder, then decide to STAY. This is the Mecca of the tourist, the home of the man who knows, and the land of eternal sunshine."

In the matter of manufactories and industries San Diego is making rapid headway, and long before the completion of the Panama Canal, it is confidently asserted she will be able to furnish quite a quota of manufactured products of her own to vessels visiting her via the canal or departing southwards to that waterway.

A slogan of the loyal business men and residents of San Diego has long been, "San Diego goods for good San Diegans."

The city is shortly expecting to take over the great Southern California Water company's vast system, thus assuring

forever, residents of an unlimited supply of the purest mountain water procurable anywhere.

San Diego county is particularly fortunate in the matter of water, many of the sources of which, however, yet await the harnessing of man, and billions of gallons run to waste annually, which conserved, would provide for all the lands of the country plentifully. Many vast projects are actively underway for such conservation and more in prospect. With an efficient supply of the necessary fluid, the vast mesa lands and the numerous valleys, as yet not productive, to any great extent, will, blest by almost perpetual sunshine, grow almost everything that the heart of man desires. It will be, upon these untold thousands of acres of undeveloped land that untold thousands of contented settlers will eventually make their homes.

Travelers from all points of the globe have marveled at the multitudinous advantages of favored San Diego county—its possibilities and its wonderful potentialities. Of all favored lands, say those who have seen all the beauties of the earth, San Diego, and its environs, is the most favored by Nature, in geographical position and material advantages. A significant fact, for due digestion, is that thousands of these experts, as to what makes an ideal abiding place, is that they have made their homes in the sunny southwest, after viewing all the lands of earth. From Oceanside, in the north, southwards, such men as these have located their homesites, while in the valleys and mountain regions—each according to his choice—have secured for themselves choice tracts of agricultural and agricultural lands for development.

The beaches of San Diego county are providing ideal homes for the discriminating, the artistically inclined and the lover of Nature.

"The world presents nothing to equal the sun-kissed strands of this delightful coast-line," they aver and assert, while nestling in the valleys, and perched upon the hillsides of the hinterland, are to be seen, in plenty, the homes of the same discriminating Nature lovers.

Nor is this all. Farmer and peasant, laborer and mechanic are all welcome to participate in the wonderful future in store for San Diego and her surrounding territory, and the opportunity is now!

True it is that they are coming, and that each arrival but prognosticates the arrival of yet more, and more, but there is room for more yet in this southwestern portion of the United States, so long neglected, but now so intensely appreciated.

Be they of what nationality they may, San Diego will welcome them, with that same distinct reservation; that they obey the laws, and abide by the constitution of the country which will receive them with open arms.

"San Diego county is a land of Plenty," said a famous financier at a banquet at the Grant Hotel, recently, "But it should be borne in mind, also," he added, "that San Diego is a city essentially desirous of peace."

Among the numerous visitors to San Diego during the charming winter season, of this year, several have expressed the utmost astonishment that the district should be so sparsely populated.

"Why!" said one. "This southwestern portion of the country will ere another ten years shall have rolled by, be one of the most thickly settled portions of the United States, and those fortunate enough to have settled here before that time will bless the day they first came to San Diego. It is a perfect home, with perfect surroundings!"

OPEN UP ALASKA.

Secretary Fisher of the Interior Department is the right kind of a progressive. His movements are not like those of a crab. He suggests to Congress that the equipment used at Panama for the construction of the canal, now rapidly becoming useless, be transferred to Alaska and used in a "peaceable penetration" of that rich territory. The material is estimated at \$16,000,000, and could well be utilized in building a railroad 175 miles long from Seward into the Matanuska coal field.

THE CAUSE OF SAN DIEGO'S COOL SUMMERS.

Local Forecaster Ford A. Carpenter, of U. S. Weather Bureau, in telling of the "cause" of San Diego's cool summers describes the "el velo de la luz" as follows:

"The records of weather in San Diego cover a period of over a third of a century and this article is too brief for the discussion of any but the more prominent features. As I have said in my monograph 'The Climate of San Diego,' 'Since the beginning of meteorological records, the temperature has averaged less than one hour per year above 90 degrees. Highest and lowest temperatures ever recorded are 101 degrees and 32 degrees. The thermometer has never gone below 32 degrees, although the records extend back to 1871.'

"The old Mexican phrase, 'el velo de la luz' (the veil that hides the light)' is a folklore expression, originating not only before the Gringo came, but doubtless long before the coming of the old Spanish conquistadors. The better known English term, 'high fog', has, like most words in our language, a double meaning, and to a non-resident is misleading. It is not fog in the generally accepted meaning, for this 'light veil' is neither cold nor excessively moisture-laden. Neither is it high, for its altitude is probably less than a thousand feet. To one who has spent even a few weeks of spring, summer or fall in San Diego and vicinity, the picturesque description of the musical Spanish 'el velo' is quickly recognized as both expressive and truthful.

"The velo cloud is the chief characteristic of the summer climate of this region. And summer should be understood as covering all the year except November, December, January and February, and these four months could easily be reckoned as springtime. Now the screening of this region from the sun's rays is accomplished so thoroughly that during a normal summer's day the sun breaks through the velo cloud about ten o'clock, the sky clearing shortly afterwards and remaining free from clouds until about sunset. To note the effectiveness of the velo cloud as a sun-shield it is only necessary to scan the official table of highest temperatures recorded in San Diego during July since the establishment of the United States Signal Service station in 1871.

"The cause of the cool summers of San Diego is, strange to say, found in the hot weather in the interior of California and Arizona. It is a unique example of the aptness of the proverb 'It is an ill wind that blows no man good.' The hot weather in the interior produces an aerial eddy, the low area of the weather-map and the difference in pressure between the interior and the ocean result in giving San Diego cool, uniform days and nights free from extremes, or what is practically the summer temperature of the sea."

The Goods
That Will Stand
The Test



The Court Exchange, 902 D St., San Diego, Chas. H. Kinney



San Diego City Officials



CAPTAIN JOHN L. SEHON

With San Diego forging ahead at the rapid rate it has the past two years and the many important questions of public interest coming up to be passed upon and settled by our public officials, the city is fortunate in having at the head of one of her most important departments such an efficient official as Captain John L. Sehon, who is the directing power in our police department. Captain Sehon has managed this department in a courageous and competent manner, thereby gaining the confidence of all the lawabiding citizens of San Diego. This department is the most difficult one in any city to manage and there are more unpleasant duties to perform there than in any other department in the city administration, but Captain Sehon has been equal to the occasion and has done his duty for the best interests of the people in this department and in all other matters that have come up in our city council, and we feel safe in saying that he will always be found on the right side of all important questions that come before that body during his term of office.

J. KENO WILSON Chief of Police.

The City of San Diego can feel proud to possess so large a number of citizens who are always ready and willing to show their loyalty to the city under any and all circumstances, and at the same time San Diego is more than fortunate to have such an honest, efficient and courageous man for their Chief of Police as Mr. J. Keno Wilson. The police department of a city is the most important of the various departments, and San Diego can feel proud because it has one of the cleanest and most efficient departments in the United States. Such a thing as graft is unknown in the San Diego police department, and too much credit cannot be given to Chief Wilson for his work in keeping the department up to its present standard of efficiency. In all cases of emergency he has displayed his superior executive ability to cope with the situation at hand and has had the support of our best citizens and taxpayers in every particular. He is a courteous gentleman and always willing and ready to do his full duty.

W. R. ANDREWS City Attorney.

The office of city attorney is one of the most important in any city administration and the man to fill such a trustworthy position should not only be a man of marked ability as a lawyer, but should be a man who has the entire confidence of the legal profession as well as the respect and esteem of the whole community, and we believe we have in the person of City Attorney Andrews such an official. He is now filling the office of city attorney for the second term, and has conducted the affairs of his office in such a manner as to meet the approval of the members of the bar as well as people at large. Besides being an able practitioner, Mr. Andrews is a highly respected citizen and has many warm supporters in all parts of the community. He is always courteous and willing to converse on matters of public interest and lend assistance to any movement for the welfare of San Diego.

JUDGE PUTERBAUGH

Police judge of a city meets with more difficult problems in his every day duties than all the other officials of the city combined and to fill the office of police judge it takes a man who is well versed in the law and at the same time he must be possessed of sound judgment and possess a goodly proportion of human kindness. The police judge has to deal with cases the character of which the average citizen has not the least conception. We feel safe in saying that since the Hon. Judge Puterbaugh has filled the office of police judge he has done his whole duty. When some who have come before him may think that they did not get exactly the same treatment they expected, upon second thought when they take into consideration all the circumstances they will come to only one conclusion—and that is that he is fair and fearless. Judge Puterbaugh is broad-minded and has many warm supporters throughout the community who respect him very highly.

EDWARD W. JEWELL City Gas and Electrical Inspector

The office of City Electrical Inspector is a very difficult one to fill, and it not only takes a man who is well versed in all the branches of the gas and electrical business, but he must be an expert mechanic as well. The responsibilities of the City Gas and Electrical Inspector are so many and so trying that it takes a man with sound judgment to fill the position with satisfaction to all concerned, and no matter how conscientiously a man may perform his duties, there will always be some complaints. But since Edward W. Jewell has been filling this important position he has given entire satisfaction to the majority of the people. It would be hard indeed to find another man who would fill the place in the competent way that Inspector Jewell has. He has had wide experience in the electrical business and is highly spoken of by the best business firms in the city. Mr. Jewell is a graduate of Cornell University, class of '93, in Electrical and Mechanical Engineering and previous to coming to San Diego he had an extensive and practical experience of fifteen years in the manufacture of electrical supplies in the city of Chicago.

JOSEPH E. MYERS Chief of Detectives

It is often a most difficult matter to secure the right man for the right place, but Captain Sehon made no mistake when he appointed Joseph E. Myers to the position of chief of detectives of the City of San Diego. Detective Myers has shown himself to be a competent and courageous officer and has handled the most important cases that has come under the work of the detective department of the city since its existence. He has directed the men under him with marked ability, thereby making their work successful and a credit to the whole department, which proves itself by the fact that there are less crooks and questionable characters in San Diego than any other city of its size in the country. Detective Myers is certainly the right man in the right place.

EDWIN M. CAPPS Harbor Engineer

The profession of the civil engineer is one of peculiar interest, requiring great energy and discriminating intelligence in the prosecution of his work and especially demanding a thorough and conscientious performance of duty. Among the many worthy gentlemen engaged in the business in the state is Mr. Edwin M. Capps, our competent and skillful harbor engineer. He is an expert in engineering and has gained for himself a well-deserved reputation. As harbor engineer he will have full charge of the important work to be done on our harbor, which he expects to begin on immediately. With this important work to be accomplished the city is fortunate indeed to have such an able and proficient man as Mr. Capps to fill the office of harbor engineer and perform this work. The improvements call for the expenditure of a million dollars, and our taxpayers can feel assured that Mr. Capps will carry the work to completion in a skillful and satisfactory manner. His office will be located at the foot of D street, so he can at all times give personal supervision to the work under way. Previous to his present position as harbor engineer, Mr. Capps very acceptably filled the office of city engineer.

D. K. ADAMS, COUNCILMAN

A man who can come before the people and be elected to office at various times and each time roll up a larger number of votes than the previous one, must without doubt be a man who has the confidence of the voters of the community in which he resides. Such a man is Mr. D. K. Adams, our worthy member of the city council. Mr. Adams has filled the office of member of the board of city works and that of county supervisor before being elected as a member of the city council. In all his public life he has performed his duties to the entire satisfaction of his constituents. Even those who do not belong to the same political party that he affiliates with will acknowledge that he is competent to fill the offices that he aspires to. Mr. Adams stands high among the best people of San Diego and San Diego county and will always be found on the side that works for the best interests of the community.

ALLEN H. WRIGHT City Clerk

Among the public officials who hold office in San Diego there is none who stand higher in the estimation of the people than Mr. Allen H. Wright, our genial and obliging city clerk. Since the first day he assumed charge of the office he has been held in popular favor by all who chanced to have any business to transact through the office of the city clerk. Nearly every city official is more or less criticised for his conduct, whether it is deserved or not. But although the office of city clerk is a hard one to fill to the satisfaction of every one who comes in contact with it, Mr. Wright has been equal to the task and meets the general approval of all. One of his fundamental principles is to pay strict attention to the duties of his office, which no doubt is the secret of his being able to please those who have business to transact through him. He is courteous and obliging in every particular.

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SAN DIEGO, MAY 1912

ONLY REMEDY IN SIGHT.

The increasing costs of living at the present time, whatever the philosophic moon gazers may say, are largely caused by the decrease in the food supply. Everybody who has to buy bread and meat and vegetables in the market knows that the increased cost of those articles is the chief factor in the increased cost of living.

No scientific theorizing is needed to account for the facts stated. They are known to be due to the reduced production of wheat, corn, beef cattle, hogs and sheep in proportion to the great and steady growth of the country's population. The country population deserts the farms and moves to the towns, while the foreign emigrants who swarm to our shores to the number of a million annually stop in the cities.

The farming districts are suffering for laborers, while hundreds of thousands of men are idle or have no steady employment in the cities. Heretofore the United States has exported great quantities of breadstuffs and meats to foreign countries. Today, however, the surplus of foodstuffs has declined at such a rate that if it were not for our cotton, petroleum and timber we would have no products with which to pay our debts abroad and would be forced to ship gold.

The unwillingness of the laboring classes to live in the farming districts is due more than anything to the dull and lonely life. The wages are not large, but they are steady, and food and shelter are sure, but there is no excitement, no lighted city, no place where the people can congregate at night and realize the influence and sympathy felt in a crowd of human beings. Man is a gregarious animal and he seeks the society of his fellows.

Thus it is that the laboring classes desert the farms for the city, where, in all probability, they are doomed to disappointment, low wages or no wages, and as for the crowd, the individual who has nothing gets more kicks than halfpence. The bright lights and amusements and excitements of the city are dull enough to those who have no money with which to enjoy them, but, nevertheless, the drift of population to the cities goes on all the same, for human creatures live to no small extent on hope.

Of course, the country people who have money are able to enjoy the attractions of the city, and they do so. Moreover, they are wearied with the trials and vexations of having no dependable supply of labor. When the time comes to put in the crop it must be done. If it needs attention while growing the demand is urgent, and when the crop is to be harvested there is no appeal. It must be gathered and housed or it is lost.

Under such circumstances the farmer gets all the help he can from machinery, and then he submits to such loss as the lack of laborers imposes on him.

There is from time to time a lot of pretty talk about the attractions of the country, and some have started the cry, "Back to the farm!" But nobody is going and the prices of food continue to soar because the supplies are not keeping pace with the demand.

It is foolish not to look forward to the day when the situation will be serious indeed, and if there is any remedy in sight it must be one of two. Either divide the lands into

small farms, to be owned by the men who work them, or else put the lands in the hands of great syndicates and allow them to import ten millions or more of Chinamen to work them.

But let a man with a family acquire a small farm which is his property. He becomes a landed proprietor, a lord of the land. He will work it and take some pride in it. He will not need a gang of laborers, but with the members of his own family he will cultivate his ground and grow crops. With small farms of five to ten acres neighbors will live in sight of each other. Their settlements will be villages like the agricultural villages of Europe. Thus the people escape the loneliness of country life. At night they get together and have their social diversions.

Small farms are the relief, the only practical relief from the decreasing food supplies caused by the desertion by laborers of the big farms of the country. This is the only remedy in sight for the decreasing food supply, and Southern California is the place in which to accomplish it.

ALL EYES ON THE CANAL.

The other day the public press all over America printed a dispatch, coming by cable from Europe, telling of the unusual activity prevailing there, transforming coal-burning furnaces under the boilers of steamships into oil-burners.

Many people read that news without reflecting on the reason for the change. It is manifestly to be found in the approaching opening of the Panama Canal. These European steamers, destined for a trip across both oceans to reach the Orient, will find it convenient, if not necessary, to take in fuel at some point on the voyage. Where but at Panama? We printed recently a partly formed plan on the part of American business men to recoal the ships of the world at Panama. The European steamship men seem to have gotten a different view of the situation, as indicated by changing their vessels to oil-burners.

But the change will not cut America out of the problem. If the European steamships will not burn our coal they will have to burn our oil. The whole matter is interesting to all America. The oil part thereof emphatically so to California. Let us see how this is.

The surveyors state that there are in California 850 square miles of oil-bearing land, under which lie 8,500,000,000 barrels of oil. The prevailing price of oil at seaboard is about 50 cents a barrel, and if we could only secure 6,000,000,000 barrels of the total supply it means a value of \$3,000,000,000.

There is estimated to be at the present time in California an investment in the petroleum business amounting to \$500,000,000. One-fifth of this is in the wells. Then there is a storing capacity for about 50,000,000 barrels of oil, and the crude matter in storage is said to be worth about \$15,000,000. The pipe lines which convey this to tide-water from the wells measure 2000 miles, and the pipe was installed at a cost of \$12,000,000. The total value of the oil lands is almost beyond estimation. This oil-bearing territory is worth \$1000 to \$15,000 an acre.

The authorities tell us that the state to date has produced not less than 450,000,000 barrels of crude oil, and that this has brought into the state \$300,000,000. Last year the production ran to something over 80,000,000 barrels, valued finally at \$40,000,000. Refined and shipped, the wealth is probably two or three times as much.

If we cannot sell the ships of the world coal at Panama, we probably can sell them oil. The fact is, the oil production of the state at present, immense as it is, would not meet the entire demand. Therefore the Pennsylvania coal men and the California oil men will probably divide the business. And what about the coal fields of Alaska? If there is any large amount of good steam coal in the territory, it will pay to dig it and haul it to Panama.

Does it not look as if the country by the Western Sea was near a point of vast industrial development?



San Diego City Officials



FIRE CHIEF ALMGREN

With San Diego growing at such a rapid rate one of her most important institutions that must always be given strict attention is here fire department. One of the first investigations that heavy investors make before putting their money in large and expensive structures in a city is to inquire and examine into the efficiency of the fire department. In this respect San Diego need have no fear, for she has one of the best equipped fire departments of any city of its size in the United States, and Chief Almgren is one of the most efficient fire chiefs to be found at the head of any fire department. He has not only shown his ability to fight fires with telling effect, but has on all occasions shown remarkable ability in the handling of his men at the most critical times. Chief Almgren has the entire confidence of his subordinates as well as the hearty support of all our citizens. In fact there are very few officials that are as popular with the entire community as Chief Almgren.

BUILDING INSPECTOR KIRKWOOD

With skyscrapers and all other kinds of building going on in our city the office of building inspector is certainly not an easy one to fill and it takes a man of wide experience and sound judgment to fill the office with satisfaction to the parties erecting the structures and in a manner that is a credit to himself. Since Mr. William J. Kirkwood has been filling the important office of building inspector he has conducted the work intrusted to him in such a way that there has been little or no criticism. Mr. Kirkwood is in no sense a politician, and having no "axes to grind" he goes along attending to his work in the most efficient and fearless manner. His office is an appointive one and the powers that be made a good choice when they selected such a capable and honorable man as Mr. Kirkwood to fill the important office of city building inspector, and when it is considered that this is a newly established office the difficulties to be overcome and corrected in defective building in a city the size of San Diego and the experience necessary to be exercised by the building inspector can but be imagined.

JUSTICE SOLON BRYAN

There is no position that is more difficult to fill than that of justice of the peace in a city where there is something doing all the time, and if you have any doubt about it attend a few sessions of Justice Solon Bryan's court and you will be fully convinced that what I have related to you is the gospel truth. Marrying people is one of the most pleasant duties that Justice Bryan has to perform, but he scarcely gets through with one of these pleasantries than he is confronted with an assault and battery case or some other differences to be adjusted that is as equally disagreeable. But notwithstanding all this Justice Bryan goes on performing his work and dealing out justice in an able and impartial manner. By his just way in dealing with those who are brought before him he gained an enviable reputation for fairness and is respected throughout the entire community.

HANS MARQUARDT Member of School Board

San Diego has been exceptionally fortunate in selecting the right kind of men to manage her educational department, and to them we owe the highest debt of gratitude for the perfect public school system that our beloved city possesses. The members of our school board are men who are willing at all times to sacrifice their personal interests for the betterment of the community at large. They never tire in their efforts to improve the system in every way possible and make it a pleasure for both teachers and scholars to become more and more deeply interested in their work. One of the most prominent members of our school board is Mr. Hans Marquardt, who has served a number of years in that capacity. Mr. Marquardt is one of the pioneer clothing dealers of San Diego, and is well and favorably known in business circles throughout the city. Mr. Marquardt has always the welfare of the teachers at heart and he believes in paying good salaries and gives the teachers what he thinks they are duly entitled to. Mr. Marquardt is the only member of the board that does not receive any salary, because he was elected to the long term. It is such men as Mr. Marquardt, who are helping to make a greater San Diego.

E. E. CAPPS.

The educational system of San Diego county has often been set up as a model to the more populous counties on the Pacific Coast, and educators from the more polished East have quite frequently taken a leaf from the book of instructions as laid down by scholastic authorities in the most southwesterly county of the United States, and much credit for the fine school system we enjoy here in San Diego county is in fact due to our efficient and able Board of Education, of which Mr. E. E. Capps is one of its prominent members and has served as its president for two years. Mr. Capps is an ardent believer in our public school system and devotes much of his valuable time to improving our educational facilities. Mr. Capps has been a resident of San Diego for a long time and has the full confidence of the people of the community in his ability to assist in the proper management of our schools.

MEAT AND DAIRY INSPECTOR.

In enumerating the representative citizens who are ably assisting in conducting the affairs of our city and county we must give a well merited prominence to the name of Dr. Ion W. Parks, our able and efficient Meat and Dairy Inspector. Since taking charge of this most important office, which he conducts in the most businesslike manner, he has served the people faithfully. There is no public official in the whole county whose duties are as important to the health of the community as that of Meat and Dairy Inspector, and the people are fortunate indeed to have such an honorable and conscientious man as Dr. Parks at the head of this department. He is a gentleman of splendid qualities and discharges his duties without fear or favor, and enjoys the confidence of the public at all times. The duties of Dr. Parks in a city the size of San Diego are so pressing that it has become necessary to appoint an assistant inspector to aid him in his work.

SUPERINTENDENT OF THE WATER DEPARTMENT

One of the greatest things that the citizens of San Diego possess and should be proud of is our supply of pure water and at the small price it is served to them. We have beyond doubt one of the finest water systems to be found anywhere. The department is under the efficient management of Councilman Herbert R. Fay, who was elected to office in April, 1911, by a handsome majority over his closest opponent. Since Councilman Fay has been at the head of the water department there has been a great amount of work performed. Many miles of new pipe have been installed in territory all over the city, besides a great amount of work done of all kinds pertaining to the department. He has not only conducted the department to the satisfaction of the taxpayers and voters of the city, but he has succeeded in surrounding himself with a corps of competent and loyal assistants and employees throughout the department. Councilman Fay has hosts of warm supporters all over the city.

DR. L. G. JONES, President of School Board

In order to have a school board that can and will do justice to building up our public school system you must elect men who are willing to sacrifice to a certain extent their private business, for the work of a member of the school board takes up a considerable amount of time. One of the members of the San Diego school board re-elected last April for the long term of 4 years in appreciation of services rendered, who never tires in doing his duty and gives a great deal of time to building up and making our school system perfect is Dr. L. G. Jones. Dr. Jones is a practicing dentist, and has maintained an office for the past sixteen years at 618 Logan avenue. Mr. Jones having children of his own who he desires to have a good education, is constantly aware of the importance of a perfect public school system and he is never lax in doing his duty to bring about the same.

COUNCILMAN DODSON.

A conscientious public official is one of the greatest assets that any community can possess, for there are times that questions arise in a municipality when the people must depend entirely upon the honesty and integrity of their public officials to get a square deal. With a man like Alonzo E. Dodson in the city council and as Superintendent of the Department of Fire and Sewers, the taxpayers can rest assured that their interests will always receive the most careful consideration and that he will always be found working for the best interests of the city at all times. Mr. Dodson as a member of the city council is in charge of the fire department, and through his untiring efforts he has built up a department that would be a credit to a city three times the size of San Diego. It has a record with the National Board of Fire Underwriters.

One of the hard problems Mr. Dodson has had to solve is how to keep up with the growth of the city in the matter of sewer extensions. On account of limited resources he can not make all the extensions required, but is using his best effort to have the amount at his disposal used to accommodate the greatest number of residents.

Governor Johnson Declares That Progress Made on San Diego's Exposition Is Marvelous

Publicity Department of the Panama-California Exposition

Governor Hiram W. Johnson's declaration that San Diego's progress in its Exposition is nothing short of "marvelous" is a much appreciated compliment to the boosters of the great event which is scheduled for 1915.

The expression of the governor's has all the more force in view of the fact that he has been to San Francisco recently and seen what is being done over there for a world's fair in 1915.

San Diego's business men turned out to welcome their governor in a non-partisan way that was a delight to every progress loving soul. And the governor showed such genuine enthusiasm over everything he saw and such interest in every detail of the great exposition's plans that the boosters received an impetus to do greater and better work for their city.

It was at the luncheon given Tuesday afternoon at the Grant grill room at Governor Johnson "preached" from the text:

ASK AND YE SHALL RECEIVE.

Warmly welcomed to San Diego by Toastmaster George Burnham and informed that the exposition is something dear to the San Diegan heart, the governor was asked for an expression of his feeling toward San Diego's fair. And he gave it so willingly and unstintedly that his words will bear repetition.

He said: "I have not dined with emperors or empresses not with potentates nor kings, but I have dined with San Diegans and I am proud of it. There is but one reason I do not like to come to San Diego and it is because I always have to leave it so soon. Some day I am going to come down here and stay with you for a considerable time. But I am going to come down here for the opening of your exposition, too!

ENOUGH GLORY FOR ALL.

"Great and numerous are going to be the benefits to be derived from the Panama Canal, and I believe that these benefits that are coming along are going to be sufficient to go around for our entire coast.

You here, of course, may receive more than other cities, for yours is the first port, but I again say that the benefits will be so great that there will be room for every part of California and the Pacific coast for that matter.

GOVERNOR PROMISES TO RESPOND

"And now, as regards your exposition, which is to celebrate the opening of this great enterprise. To say that I merely wish you 'Well' would be commonplace. My friends, I wish you more than well in your exposition and all that you undertake. And if there is any way this particular part of the government can be of aid to you, call upon us and we will respond."

Needless to say, cheers greeted this offer of aid from the chief executive of the Golden State.

But that was not all the governor said. After he had motored to Point Loma and enjoyed the magnificent view of the bay and gazed way over to the site of the exposition grounds; after he had returned to the city and then motored out to the grounds where he gathered information at first

hand concerning San Diego's great fair; after he had walked through the huge hot house and stepped into the big lath home of countless ferns, plants and trees then enjoying a shower from an overhead irrigation system; after he had walked from basement to roof of the Administration Building and had listened to the discussion of the plans and had viewed the architectural drawings the governor raised his hands and exclaimed, "All this is marvelous." He said more, too, for he pointed out how San Diego may get its state appropriation raised,—"by sending the right men to the legislature."

San Diego has an appropriation of \$50,000 for its state building but as new plans will make that building cost \$500,000 instead of \$250,000 as was at first contemplated, the governor evidently saw the philosophy of the text, "To him that hath shall be given."

DAY OF SURPRISES FOR THE GOVERNOR.

Tuesday, April 30, was a day of surprises for the governor. He had had no idea that San Diego had done so much toward getting its exposition in shape. Another surprise was hearing from Vice-President Davidson that the funds available now, \$2,000,000 had been raised locally and a still greater surprise was the news that the capital stock of \$2,000,000 instead of shrinking, as is intimated in the case of San Francisco's, is to be increased to \$3,500,000. The governor was little short of being amazed when he was informed that the total expenditure for this exposition is to be from \$10,000,000 to \$12,000,000 by the time the gates are opened.

It was a great day for San Diego and her fair when the governor of California came down here and saw just what is the scope of this exposition; the visit of the chief executive to a city is always the subject of newspaper comment; this time it was singularly happy that the governor took away a good impression and left one.

In the mean time the palms, ferns, vines, and flowering plants are continuing their preparations which will culminate in their making their debut on the grounds and around the exposition buildings some time in the year 1914; the grading of grounds goes energetically forward; the thousand and one details that have to be grappled with in such an enormous undertaking as holding an international exposition are receiving attention from the exposition's officials and employees; there is no hitch—there is no let up—the wheels are turning with greater speed than ever to bring the world's most intensely human exposition to San Diego and all the guests she will welcome.

AND WHO WILL PRESIDE?

The women of California having secured the vote propose to make use of the privilege in many practical ways. In San Francisco they have asked that a Police Court be established exclusively for the trial of cases in which a woman may be defendant or plaintiff. There is to be a woman bailiff, and if this is so, why not a woman clerk and a woman judge? Do not be impatient. Just wait. This and a good many other similar things are coming and will arrive in time.



San Diego County Officials



JUDGE W. A. SLOANE

There are many members of the legal profession who are called to fill the highly honorable position of judge. But as a rule men who are selected to fill these places are lawyers who are learned in the profession and have such other qualifications that are required to make them competent to occupy the bench. When Governor Johnson appointed Judge W. A. Sloane to the judgeship of the Superior Court he could not have made a selection that would have met with greater approval by the members of the Bar Association of San Diego, as well as the community at large. Judge Sloane is known as one of the ablest lawyers in the whole Southwest and is highly respected by all who are acquainted with him. He is a man who always endeavors to do his full duty under all circumstances and a citizen who is a credit to any community. The San Diego Bar Association unanimously requested and endorsed Governor Johnson's appointment of Judge Sloane.

JAMES H. CASSIDY

Chairman Board of Supervisors

The business and occupation that men follow before they enter public life sometimes has a great deal to do with making them competent to fill the office to which they seek to be elected. Before being elected to fill the office of County Supervisor, Mr. James H. Cassidy followed the occupation of contractor and builder, and he could not have been engaged in any other business that would have made him more competent to fill the important office he now holds. The board of county supervisors have among their duties to perform the letting of contracts and buying materials for all kinds of construction work. This is where Mr. Cassidy's past experience makes him a valuable member of the board of supervisors. Mr. Cassidy is now serving his second term as supervisor, which goes to show that the taxpayers of the county are satisfied that he is serving their interests well.

A. F. CROWELL

Member of and Chief Engineer County Highway Commission

There is no greater asset that a county can possess than good roads, and San Diego county can boast of some of the finest roads and bridges to be found anywhere on the Pacific Coast, and much of the credit due for this excellent work we owe to our able and efficient County Highway Commission, of which Mr. A. F. Crowell is a very prominent member. He has discharged his duties in a competent and faithful manner to the taxpayers and the people are fortunate indeed to have such a worthy gentleman as Mr. Crowell as one of the members of this important commission. He is a man who can be depended upon in all he undertakes and the public has ample reason to be satisfied if he will continue in his position until the work of the commission has been completed. To show the responsibility of this commission it is only necessary to state that there are now within the confines of the county ten construction camps of about 600 or 700 men busily engaged in completing the proposed boulevard system of roads comprising nearly five hundred miles and for which bonds to the amount of \$1,250,000 have been voted.

JUDGE T. L. LEWIS

San Diego has gained a reputation of having in her midst some of the best legal talent in the state and from among them the people have selected some of the most learned of the practitioners to fill the highly respected and honorable positions of judge. Among those who have the confidence of the community we take pleasure in mentioning Judge T. L. Lewis, who so ably presides over Department 2 of the Superior Court. Judge Lewis came to San Diego from Nebraska and we are pleased to say that Nebraska's loss was San Diego's gain. Before being elected to the judgeship he filled the office of district attorney with credit to himself and the county. Judge Lewis stands high with the members of his profession and is a highly respected and worthy citizen of San Diego who is always interested in the welfare of his fellow man.

J. W. ISBELL

Member of County Highway Commission

In giving credit to our county officials for their faithful services, we feel that Mr. J. W. Isbell, member of the County Highway Commission, is entitled to prominent mention. The members of the Highway Commission have devoted a great deal of their time to the interests of the county and have made a success of constructing some of the finest roads in San Diego county that can be found anywhere in the country. They have employed the best road contractors that could be secured as well as the latest improved machinery, thereby saving the taxpayers money in every way possible. Much credit for the successful work of the Highway Commission is due Mr. Isbell, who is always faithful in his services to the people, which accounts for the high regard in which he is held throughout the county.

JOSEPH FOSTER Supervisor.

The board of supervisors are to be congratulated for the great amount of improvements that have been made throughout the county in the past year, and especially for the large amount of good road work that has been completed. To this work much credit is due Mr. Joseph Foster, who has been a member of the board for six years, two years of which he served as chairman. His position has been one that is hard to fill, but he has been equal to the position and has been congratulated by many of his constituents for doing his duty and performing the work entrusted to him in a satisfactory manner. Although quite a few knotty questions come before the board the past year, Mr. Foster played a very important part in adjusting them in a manner with justice to all. Mr. Foster has a large following of friends and staunch supporters throughout the county.

SUPERVISOR SMITH

The office of County Supervisor is one of the most important in the county and one that is hard to fill for the reason that all the business pertaining to the county has to meet with his approval. The Supervisors of the county are endowed with a great deal of power in the way of expending the taxpayers money and for that rea-

son it is very essential that the men who fill the offices of County Supervisors should be such individuals who have the implicit confidence of the community. Since Mr. J. P. Smith was appointed to the office of County Supervisor he has filled the place with entire satisfaction and there has not been one complaint in regard to his actions. With such men as J. P. Smith filling offices in the county the taxpayers can feel assured that their interests will always be looked after in the proper manner.

JOHN F. SCHWARTZ County Treasurer.

When the voters of a county want a man to fill the office of county treasurer they are very careful to pick out a man who has the entire confidence of the taxpayers. This is absolutely necessary, for there is no public official who is endowed with as great a responsibility as is the county treasurer. To the credit of County Treasurer John F. Schwartz is due the fact that there is no other man in the county who the people have more confidence in than they have in him, which has been shown by retaining him in this important public office for so many successive terms. He polled so many more votes than his opponent the first time he was elected to office that since then he has been succeeding himself without any opposition. But such occurrences are only backed up because he is a competent financier and conducts his office in such a satisfactory manner that the public does not care to take any chances in making a change in this important office.

J. T. BUTLER

The man who can hold a public office and perform his duty without criticism and at the same time retain his old supporters and continually gain new ones is certainly the right man in the right place. Such a man is Mr. J. T. Butler, our efficient and widely known county clerk. He has held office in the city of San Diego and county for many years, and the people show their unflinching confidence in him by returning him to office with a large and more pronounced majority every time he comes up for re-election. There is a reason for this, and that reason is that the taxpayers have confidence in his ability, honesty and integrity as a public official. Besides this, County Clerk Butler is one of the most courteous and obliging public office holders in the county and at all times ready and willing to impart any information pertaining to county affairs under his jurisdiction.

GEORGE J. MAGLY,

There are men all over the world who are willing to sacrifice their private ends to the betterment of the community at large. True it may be, that they are far from being in the majority, but still they are to be found wherever true men are to be found. San Diego has been exceptionally fortunate in this respect, especially in her educational department, where will be found men who sacrifice a great deal and give up any amount of their time to benefit their fellow men. Mr. George J. Magly, chairman of the building committee of our school board is just such a man. It is through the conscientious efforts of such men as Mr. Magly that San Diego's school system is looked upon as one of the best in the country.

San Diego Has the Purest Water Supply in the State of California

Some extracts from the address delivered before the American Society of Civil Engineers at San Francisco, by M. M. O'Shaughnessy, chief engineer of the Southern California Mountain Water Company:

"It gives me great pleasure to describe this evening, at the request of your secretary, the water system of the Southern California Mountain Water company, supplying the city of San Diego with water, and incidentally the detailed construction of the Morena dam, which is the largest dam in the world of the rock-fill type.

"Perhaps it would not be out of place to briefly refer to the history of water problems in San Diego, which have a bearing on nearly all the water problems and municipal supplies in California.

"San Diego claims to be the cradle of white civilization on the western coast of the United States. It was discovered by Viscaino in 1602 and rediscovered by Cabrillo in the year 1642, and Juniper Serra, a friar of the Franciscan fathers and a missionary from Mexico, founded the original Mission of San Diego, the first mission in California. in the year 1769. This mission is located on the north slope of the valley of the San Diego river, about six miles east from the ocean. One of the first problems which confronted this pioneer mission was the supply of water for the use of itself and inhabitants.

"To solve this problem the good fathers built a dam across the San Diego river about six miles further east from the mission at a site where good bed-rock existed. It was composed of brick and lime mortar, and the fact that it exists today after all these years is convincing testimony of the fidelity of the workmanship of the pioneer constructors of California.

"This dam was of the diverting type and was used to divert the flowing waters of the San Diego river into a conduit which leads down along the north side of the San Diego river to a point behind this mission, from whence it was distributed over the areas of cultivated lands and gardens surrounding the first mission in California. This conduit was twenty-eight inches wide on top and fifteen inches wide on the bottom and twenty eight inches deep, and was lined with excellent brick and cement mortar. Apparently the use of powder and drill steel was not much availed of, as this structure was located entirely on the talus of loose materials formed by the decay of the adjoining bluffs. Various wars and battles affected the fortunes of the mission under Mexican rule and its frequent Indian depredations, so that in the past seventy years the mission conduit and dam have been permitted to go into decay and are not now used.

"San Diego now boasts of possession of the purest water supply in the state of California, and the growth and prosperity of the city are assured thereby. Its population the first of July, 1910, was 42,500. At a low estimate the population inside of the city limits the first of July this year will be 55,000, all of whom, including 5000 people in the immediate suburbs, a total of 60,000 people, depend on this source of supply for existence.

"Owing to the lack of storage from which other companies have suffered in the past, our company, on my recommendation, has adopted the policy of conserving a seven-years' supply in its storage reservoirs for the continuous use of its patrons. This would seem to be an extreme policy in the minds of many engineers, but, looking back at the experience of the Sweetwater company through a seven-years' dry spell, and the consequent calamities due to an exhaustion of its supplies and the consequent disaster to the con-

sumers, it seems to me to be the only sane and prudent policy to adopt.

"In years gone by, San Diego's jealous neighbor, Los Angeles, sought to magnify San Diego's water misfortunes by giving intending visitors to San Diego demijohns of water to tide them over their trip, with the statement that San Diego had no water. San Diego can now return the compliment by sending demijohns of pure water back to Los Angeles, as San Diego's water is of an entirely superior quality for drinking and domestic uses, there being an entire absence of typhoid in the city of San Diego.

"The city has now an option to purchase this property for \$4,000,000 and the proposition will be submitted to the voters next August, when they will decide whether the city will take over this system or not. The present contract price of water (four cents per thousand gallons, merely a temporary rate which will expire in a few years, and if the city does not take over the system, the company will expect to get at least ten cents a thousand gallons for this water in order to return an adequate compensation on the investment."

TO MANUFACTURE INTELLECTUALS

Coronado Beach is to have a High School worthy of any city by the Western Sea, when proposed plans are carried into effect. The new High School is to cost \$85,000, and to consist of a group of three one-story structures of reinforced concrete absolutely fireproof. Among other features will be an auditorium with a capacity of 6000 seats.



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San Diego County Officials



MONTGOMERY MOULTON County Assessor.

There is no county official who is in a position to be more criticised than the county assessor, and many times the criticism is unjust, but our present assessor, Montgomery Moulton, has filled the office to the satisfaction of the taxpayers. So well pleased have the property holders been with his fairness and good judgment in assessing property that they elected him for a second term by a large and substantial majority. Assessor Moulton has increased the assessments of property wherever he thought it justifiable. So well and conscientiously has he conducted his office and performed his official duties that he has received many congratulations and expressions from the people who are perfectly satisfied with the assessed valuation he has placed on their property. Mr. Moulton was a newspaperman before becoming a public official and is well liked by the newspaper fraternity.

DR. D. B. NORTHRUP County Physician

The office of county physician is a position that is a most arduous one to fill and must be occupied by a man who is of a desirable disposition and has the confidence and respect of the people, as well as being a physician of wide and practical experience. In County Physician D. B. Northrup we have just such a man. He has conducted his office in a most highly respectable manner, and through his efficient work he has gained the confidence and endorsement of the entire community. Dr. Northrup is a practicing physician of many years' experience in all kinds of diseases, which just qualifies him for the important position he holds. He is well and favorably known in San Diego, as well as in all parts of the county.

ANSON F. CORNELL Tax Collector.

Standing prominently among the numerous county officials there is none who has the confidence of the whole people to a larger extent than Anson F. Cornell, our competent and obliging tax collector. Although his office is without doubt the most difficult and painstaking to fill in the whole county, he has inaugurated such a systematic plan that taxpayers can be

given the information they seek in reference to property in a remarkably short space of time by either him or any of his efficient assistants. The office of tax collector is a very important one to fill and Mr. Cornell has been able to fill it without any complaint, which speaks volumes for his ability in managing work of this particular character.

CHAUNCEY R. HAMMOND County Auditor.

Chauncey R. Hammond has many loyal friends and acquaintances throughout the city and county. Having served this county five years as deputy county auditor, and having been associated with the Bank of Commerce and Trust Company for three years as manager of the saving department of that institution gave him an experience which the taxpayers of San Diego county realized fitted him for the important duties of county auditor. There was no question as to his election when his name was announced for the position. Mr. Hammond accepted the trust, selecting able and efficient assistants as deputies, hence the duties of the office of county auditor have been performed to the entire satisfaction of the public, whom it seems a pleasure for the officials of the office to serve. As opportunity offers the voters will not forget the courtesies extended to them at all times.

JOHN H. FERRY County Recorder

The business of the office of County Recorder of San Diego County has doubled in the past year, and notwithstanding this great increase in business, Mr. John H. Ferry, the efficient official who presides over this important branch of the county affairs handled the business in such a perfect manner that he has gained the everlasting confidence of every voter and taxpayer of the county. Mr. Ferry has so systemized the work of his office that it is a pleasure to anyone who calls there for information to learn how a man who gives his particular attention to his duty can impart such information in a short space of time. Mr. Ferry is one of our old-time and respected citizens of San Diego county and his friends and supports extend from one end of it to the other.

FRED H. ROBINSON Official Court Reporter

When a public official performs his duties in a competent and efficient manner his services are generally appreciated by all the people, and although the office may be an appointive one, the change of administrations seldom affects him, and he is generally retained for many years. Such is the case with Fred H. Robinson, our official court reporter. He has filled the position for many years to the entire satisfaction of all the lawyers and citizens who have had any business before the courts of San Diego county. He is always courteous and obliging, and above all is very efficient and correct in his work. He has many friends and acquaintances in San Diego and surrounding vicinity.

GEO. F. WESTFALL Supervisor

The Board of Supervisors of San Diego County is one of the most important bodies that goes to make up the management of its official affairs, and one of its members who has always been a faithful worker in planing and executing the work of the board is George F. Westfall, of Fallbrook. He is one of the best posted members of the board on general road and construction work such as is continually going on throughout the county. Supervisor Westfall has the hearty support of the taxpayers of Fallbrook and vicinity and he always looks well after their interests, and at the same time does his duty toward the balance of the county. His term of office expires in 1915 and he will no doubt be re-elected if he so desires.

GEO. BUTLER, COUNTY SURVEYOR

It is often difficult for an unbiased public official to please everybody, no matter how hard he tries, and it becomes more so if he happens to have any patronage to bestow. Since George Butler has filled the important office of county surveyor he has performed his work to the satisfaction of the people, although the duties of his office are probably more difficult than those of any official of the county. Mr. Butler is a surveyor of wide experience and stands high in his profession, and the county is fortunate to have such a reliable man to fill the office of county surveyor.

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Commercial Interests of San Diego

U. S. GRANT HOTEL TAILORS

Merchant tailor clothes look better. They always have, they always will. That exclusive some call "style", cannot be made in a factory. Good tailoring, the draping, cutting and modeling of cloth—is an art, nothing less. The home of quality in the tailoring line is the U. S. Grant Hotel Tailors located at 1036 Fourth Street, U. S. Grant Hotel Bldg. Their suitings include all the latest shades in the new spring and summer goods, such as blues, blacks, browns, greys and tans in home-spuns, Scotch tweeds, cheviots, worsteds and serges. There is no tyle of material that they cannot show you, and in having your clothes made at this up-to-date establishment it is done to your entire satisfaction, as it will look well, wear well. They guarantee every suit turned out. They give their patrons the very finest materials and workmanship along with reasonable prices. Mr. A. Goldberg, the proprietor, has done some of the best work in the tailoring business in our city, and is looked upon as being one of our substantial and public spirited citizens.

WESTERN RUBBER SUPPLY CO.

The automobile business is growing to greater proportions day by day throughout the entire country and here in San Diego there is no exception. Every day you can notice new machines making their appearance on our thoroughfares and the past year has seen many new firms engage in different branches of the business, and we take pleasure in mentioning the Western Rubber Supply Company, one of the firms that started in business the past year and has met with success from the first day they opened the doors of their branch here, under the efficient management of Mr. C. Mills Titus. Their headquarters are in Los Angeles and the branch house is located at 1364 Fifth street. They carry a large and complete stock of automobile supplies and are distributors for Southern California, Arizona and New Mexico for the Federal Rubber and Manufacturing Company's Tires and the Goodyear Tire line and sundries, Gray & Davis lamps, Auto Tire vulcanizers and Miller storage batteries. They are among the largest dealers in automobile supplies in California, and the branch house is building up a fine trade among the automobile owners of San Diego.

HOTEL SEIFERT

Visitors will be agreeably surprised to find upon their arrival in our beautiful city exceptional facilities in accommodations arranged for their reception and comfort. Few of these, however, have greater home comforts than the hotel located at 1162 Fifth street, corner of B. This hotel is one of the most centrally located in the city, close to the heart of the business section, theatres and cafes. This but partially enumerates the benefits of stopping at the Hotel Seifert. The rooms are large, airy, sunny and modern, and the furnishings are the best and most conducive to comfort. Mr. F. H. Church, the proprietor, is skilled in hotel management, is courteous and takes pleasure in seeing that all guests are comfortable.

RICHARDSON & FISHER CO.

That the secret of the growth and prosperity of a community lies mainly in the creation of employment for its people, the development and encouragement of home manufacturers, the stimulating skill and keeping in circulation among the community money that would otherwise be sent out of the city, none can deny. The firm of the Richardson & Fisher Company is a San Diego concern, having moved their plant here from Tacoma, Washington, where they had been in business for twenty-three years. But they now have decided to cast their lot with San Diego and assist in building it up and enjoying its prosperity. They manufacture doors, sash and mouldings, and are dealers in plate, art and sheet glass, superior rubber roofing, building paper, deadening felt, sash weight and cords, door and window panes. They put in store fronts and do all kinds of cabinet work. The Richardson & Fisher Company have been awarded a number of important contracts since they started in business here and we bespeak for them a successful career. Mr. Richardson, the manager, is a man of wide experience in the lumber and planing mill business and is always courteous and ready to furnish estimates promptly. Their factory is located at the foot of Sixth street.

SAN DIEGO PAINT AND WALL PAPER CO.

To paints, varnish and wall paper does the interior decoration of buildings and homes owe most. Not only to these, but to good paints, fine varnishes and artistic wall paper. The firm or person who deals in the same and knows what is good and what will best suit a customer is sure to build up the largest trade. The San Diego Paint & Wall Paper Co., located at 1111 C street, opposite Savoy Theatre, is one of the best in this line in the city. They are wholesalers and retailers in this business. They are agents for San-a-cote Climatic Paints, Climatic Shingle Stains, Twin City Varnishes, Vel-ve-ta and Hub Axle Grease. Their stock of wall paper is most complete and up-to-date, including the very latest and most artistic designs. The proprietor is Mr. I. E. Epler, who has had 28 years' experience in the wall paper and paint business. He is also devoted to the general interests of the city and has an unblemished reputation for honesty and fair dealing. Phone: Sunset, Main 2417.

BREWSTER BUFFET

One of the most charming places of its kind in the city is the Brewster Buffet, which is located at 1065 Fourth street. It is a pleasant place to visit, both day and night. The Brewster Buffet occupies an imposing ground floor room, which is nicely fitted up and handsomely appointed. It is one of the most popular places in the city, and they do a large and increasing business. The stock carried consists of finely matured whiskies and the finest imported and domestic wines. The proprietor of the Brewster Buffet is Mr. Carl B. Wachob, who is an expert of many years' experience in the liquor business and understands the art of pleasing. So, if you want good goods, go to the Brewster Buffet, where you will always find the best wines and liquors, as well as fresh, cool beer on draught or bottled, served in the most courteous manner.

NEW ENGLAND DAIRY AND CREAMERY

San Diego is conspicuous in every line of business endeavor, but in no instance is it more popular than its source of milk, cream and dairy products. The New England Dairy and Creamery, of which W. B. Hage is the proprietor, with headquarters at Fifth and G streets and a branch at 1209 Fourth street, is one of the largest in the Southwest. They are wholesalers and retailers of milk, cream and dairy products. Being in a district surrounded by homes and light housekeeping apartments, they do an immense business in the retail department, as their goods are always fresh and their customers are never disappointed. Their goods served comply with the strictest sanitary requirements and are equal to the required standpoint of purity. Their butter is the best to be found in the city, always fresh and wholesome. We feel safe in saying that the New England Creamery is one of the cleanest and best conducted establishments of its kind in San Diego.

CRANE'S GRILL.

Those who appreciate prompt, obliging service, inviting meals and pleasant surroundings cannot do better than patronize Crane's Grill, located on Fifth street, between B and C streets. This is one of the finest appointed and most conveniently located cafes in San Diego, and is therefore the headquarters for the tourists, as well as our leading business men and their families. The appointments consist of a main dining room pleasantly situated throughout. Nothing but the best of experienced help is employed. The Crane Grill has gained an enviable reputation for fine cooking, as travelers and citizens alike testify. To get a good meal and courteous treatment, and spend a pleasant hour, there is no place better than the up-to-date establishment above mentioned. Mr. Holmquist is the manager and he is very popular with his guests and has many friends and acquaintances throughout the city and country.

CRAMER'S BAKERY

Among the many industries of the city of San Diego none occupies a more important position in her commercial circles than Cramer's Bakery, located at 555 Julian avenue. The sanitary conditions in the plant are the best, and are approved by the city authorities, and they earnestly invite the public to make an inspection at any time. None but the best ingredients are used in the manufacture of their bread. They make French bread, Pumpernickel and many variety of rolls. Their specialty is Cramer's Celebrated Whole Wheat Health Bread, which is in great demand by persons suffering from indigestion and other stomach troubles. It is for sale by leading grocers throughout the city. They pay the highest market prices and demand the best quality of goods, thereby giving their patrons the very best make of products that can be manufactured. Mr. Cramer, the manager, takes pride in observing the rules in regard to cleanliness, and every sanitary appliance which becomes a part of a modern plant has been installed. A representative of the Bulletin visited this bakery and was more than pleased with the cleanliness and order of the establishment.

Commercial Interests of San Diego

U. S. GRANT HOTEL TAILORS

Merchant tailor clothes look better. They always have, they always will. That exclusive some call "style", cannot be made in a factory. Good tailoring, the draping, cutting and modeling of cloth—is an art, nothing less. The home of quality in the tailoring line is the U. S. Grant Hotel Tailors located at 1036 Fourth Street, U. S. Grant Hotel Bldg. Their suitings include all the latest shades in the new spring and summer goods, such as blues, blacks, browns, greys and tans in home-spuns, Scotch tweeds, chevots, worsteds and serges. There is no tyle of material that they cannot show you, and in having your clothes made at this up-to-date establishment it is done to your entire satisfaction, as it will look well, wear well. They guarantee every suit turned out. They give their patrons the very finest materials and workmanship along with reasonable prices. Mr. A. Goldberg, the proprietor, has done some of the best work in the tailoring business in our city, and is looked upon as being one of our substantial and public spirited citizens.

WESTERN RUBBER SUPPLY CO.

The automobile business is growing to greater proportions day by day throughout the entire country and here in San Diego there is no exception. Every day you can notice new machines making their appearance on our thoroughfares and the past year has seen many new firms engage in different branches of the business, and we take pleasure in mentioning the Western Rubber Supply Company, one of the firms that started in business the past year and has met with success from the first day they opened the doors of their branch here, under the efficient management of Mr. C. Mills Titus. Their headquarters are in Los Angeles and the branch house is located at 1364 Fifth street. They carry a large and complete stock of automobile supplies and are distributors for Southern California, Arizona and New Mexico for the Federal Rubber and Manufacturing Company's Tires and the Goodyear Tire line and sundries, Gray & Davis lamps, Auto Tire vulcanizers and Miller storage batteries. They are among the largest dealers in automobile supplies in California, and the branch house is building up a fine trade among the automobile owners of San Diego.

HOTEL SEIFERT

Visitors will be agreeably surprised to find upon their arrival in our beautiful city exceptional facilities in accommodations arranged for their reception and comfort. Few of these, however, have greater home comforts than the hotel located at 1162 Fifth street, corner of B. This hotel is one of the most centrally located in the city, close to the heart of the business section, theatres and cafes. This but partially enumerates the benefits of stopping at the Hotel Seifert. The rooms are large, airy, sunny and modern, and the furnishings are the best and most conducive to comfort. Mr. F. H. Church, the proprietor, is skilled in hotel management, is courteous and takes pleasure in seeing that all guests are comfortable.

RICHARDSON & FISHER CO.

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San Diego Schools Compare Favorably With Those Anywhere

The people of San Diego can feel proud of their schools, for they compare favorably with any in the United States according to the opinions of the most eminent educators. The facilities for educating children is one of the principal features that attract people to any community, and San Diego's schools are no small factor in the present prosperity that we enjoy.

In the mad scramble for material gain, in a rapidly growing city, educational progress is too often handicapped. Not so in San Diego! Her schools have kept pace with her material prosperity. New and modern schools have taken and are taking the place of the older buildings. A new polytechnic high school is in process of construction.

The superintendent and board of education realize that, more than modern school houses the modern school teacher is necessary to make a modern school system. To that end every teacher elected to a place in the San Diego schools must be a graduate of an accredited normal school college or university and have taken a year or more of pedagogical work. This assures a high degree of scholarship in the teaching force.

But scholarship and technical training in the minds of the superintendent and teachers' committee are not enough to assure good teaching so the personality of applicants for schools is carefully looked into and none but broad and liberal minded men and women are elected to teach in the schools of San Diego.

In the last four years the average daily attendance in the public schools has increased 103 per cent. Within that time the citizens have voluntarily raised \$600,000 over and above the regular maintenance of the schools, for new buildings and grounds, in order to accommodate the ever-increasing number of pupils demanding admission.

During the last few years the entire school department below the high school has been reorganized. For years ago the board of education adopted a broad and comprehensive plan for enlargement and concentration of the grammar school in the central part for the outlying districts. Seventy additional classrooms have been provided by the erection of five new buildings and two additions, ranging in cost from \$5000 to \$100,000, making a total expenditure of nearly \$300,000. In addition to this amount, nearly \$75,000 was invested in school grounds which are today worth twice the original cost.

At the head of the city school system is a magnificent high school, the most complete and thoroughly equipped school building on the Pacific Coast. The building and equipment represent an expenditure of about \$200,000 and has a capacity of 1000 students.

Today the enrollment of the city schools is 6500, with a teaching force of 194 instructors, divided as follows: High schools, 40; grammar grades, principals and teachers, 130; supervisors, 9; kindergartens, 15.

When the polytechnic department is established, two more years will be added to the high school course. In other words, it will bring the first and second years of college instruction to the homes of San Diego pupils, instead of going abroad to seek it.

The State Normal School of San Diego is one of the best equipped and has the finest school buildings and grounds in the state. There are twenty-three teachers employed, and the total enrolment, including children in training-school, is 714.

In addition to the public schools, there is a seminary for girls, boys' military school, two business colleges and a

number of private institutions including the Raja Yoga Academy (theosophical).

San Diego has an unusually strong, loyal, conscientious and faithful corps of teachers, earnestly working for the welfare of the boys and girls, and loyally supported by the people, which warrants the belief that, true to their mission, San Diego's schools are developing the best type of American men and women.

HOMER DAVENPORT.

In the death of Homer Davenport in New York on May 2, the city of San Diego and its exposition, lost a friend and a booster. Davenport was a Westerner in looks and in heart; his business interests carried him to New York but his thoughts were in Oregon, where he was reared, or in California where the bright sunshine and the soothing air cheered him up. Despite his phenomenal success as a cartoonist Davenport became better known in the last years of his life as a lecturer. He was a gifted speaker and the interest of his audience never flagged when "Homer" was talking. His voice was rich, and his enunciation was perfect; his many travels and varied career furnished him a wealth of anecdotes, which he told with never failing humor.

Davenport seemed happiest when with such men as Caspar Whitney of Collier's, Frank Seaman, the financier and John Burroughs, the famed naturalist. It was a merry gathering when these men visited Cornell University a couple of years ago and saw Davenport spend a day as a "short horn" in the Agricultural department. At night Davenport lectured to a large audience on, "The Power of a Cartoon."

PLEASURE AND PROFIT COMBINED.

Every notable city in the Great Southwest has a population composed of newcomers who represent about every state in the American Union. These people from "back east" form associations in their new home for the purpose of patriotically perpetuating the memory of the state of their birth, and incidentally to get acquainted with one another in their adopted home. In San Diego, where a federation of these societies exists, as elsewhere, a movement is on foot to erect a theatre. The new building will be used for different kinds of public gatherings and banquets as well as dramatic entertainments. It is expected to cost possibly \$250,000.

Home Phone 1253

Sunset 1557

Harry Mestemacher & Co.

Wagons and Carriages of All Kinds

Best of Materials Used and in Constant Supply

Automobile and All Other Repairing Promptly Done
at Reasonable Rates

Office and Shops 452 Eighth Street, Between
I and J Streets

Commercial Interests of San Diego

SUN HARBOR SECURITY COMPANY

The real estate, insurance and investment business is one of the most important in the city of San Diego and is continually on the increase. Our city is attracting the attention of people from all parts of the world, and the next few years will show an increase in population that will surprise our most optimistic citizens, and our enterprising real estate and investment companies will no doubt enjoy a very lucrative business, and one firm for which we bespeak a full share of the patronage is the Sun Harbor Security Company, with offices located at 219-220 Timken Building, southeast corner of Sixth and E streets. They deal in real estate, write insurance, make loans and do a general building business. The firm consists of Grant McArthur president; D. D. McArthur, secretary-treasurer; Frank B. Newell, manager building department; Glen D. McArthur, manager rentals and insurance, and Chas. H. Forward, attorney. These gentlemen are experts in their particular line and have built up a profitable and increasing business. The time to purchase real estate in San Diego is now, and buyers will find the Sun Harbor Security Company a very reliable firm to consult.

HARRY F. OESTING

In a growing city like San Diego there is an extensive field for those who are engaged in the insurance business, and one of the men who has made a success in that line and built up a substantial and growing business is Harry F. Oesting, who occupies well-appointed offices at 207 and 208 Scripps Building. He does a general insurance business as well as deals in real estate and conducts a commission business in city property. He represents some of the strongest insurance companies in the world, such as the Alliance Insurance Company of Philadelphia, North River of New York, National Union of Pittsburg, Pa., and the Colonial of Hartford, Conn. He also loans money on first-class security and makes investments for people living away from San Diego. Mr. Oesting is one of the best known men in the insurance and investment business in the city and has the confidence of a large number of business men throughout the city and is continually getting new clients.

GIST AND ALLEN

In no field of enterprise in San Diego's business circles is the prosperity of the community more apparent than in that branch which provides the necessities and luxuries for our people. One of the most prosperous industries is the concern of Gist & Allen, who manufacture Peanut Butter and Cereal Food Products. Their plant is located at 1759 India street. We feel safe in saying that the Gist & Allen enterprise is one of the cleanest and best conducted establishments of its kind in the city. Their plant is equipped with all the modern machinery necessary to conduct the business. Messrs. Gist and Allen give their personal attention to the manufacturing of their home products, and it is credited to their honorable methods and in quality, quantity and cost it compares favorably with the best on the market. Their goods are for sale at all grocers.

GARETSON MANUFACTURING CO.

If you want to sleep tight and wake up bright your mattress must be made right. What then? That's easy—a Garethson, of course. Why? Because it is soft and inviting, being filled with the finest cotton felt that is grown in any man's country, and the tick which holds it is of the finest texture. And what is more, don't you know when they speak of sanitary mattresses they mean the Garethson, made in San Diego, U. S. A., under the most favorable conditions and in a factory that is the perfection of cleanliness and ventila-



tion, where the soothing breezes have a clean sweep through the building from one end to the other. Then the workmanship of the Garethson mattress is of the best and the price—well, it's right, too. Can you beat it? Well, we don't think so. What's more, when you insist on your dealer selling you a Garethson mattress you are helping to build up a San Diego institution that furnishes employment for our home people. Their factory—the new brick one—is located at Kalmia, Atlantic and California streets. Pay them a visit and look the plant over. But if you haven't got time, be sure and buy a Garethson.

BRADLEY & WOOLMAN

In every city may be found undertakers and embalmers who have natural adaptation and fine sense of friendly feeling and sympathy that should be shown on such trying occasions, and we wish to call the especial attention of our citizens to Bradley and Woolman whose modern establishment is located at 1544 C street. These gentlemen are all that could be asked, in this business, and have gained the good will of our people. The great success they have achieved is a splendid indication of what the future holds in store for them. Whenever the sad occasion occurs for the need of the services of expert and sympathetic undertakers, it behooves us to select friends such as Bradley and Woolman. They have had long experience and have proven themselves most capable funeral directors. They are up-to-date in their profession, using all sanitary and modern methods of caring and handling all deaths from disease. They have a lady attendant if required. Their place of business is at all times in a sanitary condition and their prices suit all classes. Their stock of robes and caskets are the finest and their prices are "right".

150,000 Population for
San Diego in 1915

SAN DIEGO LAND CO.

The San Diego Land Company is an organization of eastern capitalists and one of the largest owners of land and city property in the Southwest. Their holdings include some four thousand acres of land in the northern part of San Diego, a large number of lots in the central and southern part of the city, also acreage in National City and Chula Vista. Their fine orchards are situated in Chula Vista and the Sweetwater Valley and from them several hundred carloads of lemons are shipped yearly. Two thriving cities have been organized out of the original holdings of the Land Company, one known as National City, and the other as Chula Vista, which, together, have a population of over three thousand inhabitants. Both of these are supplied with electricity, gas, electric transportation, water under pressure, and a large number of fine residences and comfortable homes. Extensive packing houses and orchards give employment to a great number of people.

Besides the lemon interest, which is the most important to this district, oranges, deciduous fruits, small fruits and vegetables are produced in large quantities. The great Sweetwater Reservoir furnishes water for domestic and irrigation purposes, rendering this the most productive area for its size in San Diego county.

The San Diego Land Company has its offices at Nos. 307 and 308 Union Bldg., San Diego, but the general offices are located at Eighth avenue and Twenty-fourth street, National City. Mr. John E. Boal is its general manager.

ANDERSON AND BAXTER

This is one of the best hardware stores in San Diego. They are located at 1929 University avenue, where they carry a complete line of general hardware, paints, oils, varnishes, glass, etc. Their specialty is the Acme Quality, Paints Stains and Varnishes. They carry a full line of these standard goods at all times at moderate prices. They are a very accommodating firm and run their store in a manner calculated to please. All of their goods are of a high quality and made of first class materials. Messrs Anderson and Baxter are very courteous and pleasing gentlemen who have always shown the spirit of the upbuilding of San Diego, and have many friends among the builders. This firm is most reliable in their business methods, and deserve the patronage of the public.

THE DELMONTE

The above is owned and conducted by Mr. Thomas Doran, who has been in business many years. During the time he has been in the liquor business he has made a host of friends and enjoys a good patronage. The Delmonte Bar handles a fine line of wines, bourbon and rye whiskies, as well as always having on tap fresh and cool draught beer. They also carry a choice line of cigars. The Delmonte is located at the corner of Fifth and G streets. Those patrons who visit The Delmonte are always assured of a cordial reception and Mr. Doran tries at all times to make it as congenial and entertaining for them as he possibly can. The place is fitted with nice bar fixtures and they serve their customers in a polite manner.

Blest Indeed Is the Great Southwest

We have all heard of blessings in disguise. While events wear the disguise the blessings are undiscovered, but when the veil is removed how manifestly the blessings show.

For generations the Southwest has been the subject of compassion because of its destitution as to abundant supplies of fuel. This particularly applied to fuel for power purposes, on which manufacturing industries depend.

At the present time we of the Southwest are called upon to express our commiseration for those communities and commonwealths where coal, the great power fuel, is abundant, and the pity is most needed where the supply is largest. China with its congested population and its suspension of productive industries because of the terrible revolution existing there, has gone through scarcely less misery than Great Britain with all its vast wealth, industries and fuel supply. The people there have perished through both cold and hunger in thousands. And all because of its supply of coal.

Germany and France have been going through a period of misery brought on through strikes in the coal industries only less intense than that in Great Britain. In our own Eastern States, where coal is most abundant, the people engaged in all branches of industry, and even people of leisure, are on the anxious seat because of the strike of the coal miners.

The Southwest escapes all anxiety and all misery because there are no coal mines, and therefore no miners of the power fuel. Our supply of fuel at the present time is more amply abundant than that of any other region of the earth, and is also the cheapest to obtain and to apply. A single man will produce more fuel oil in California than five, ten or twenty men will produce coal in Lancashire, England. With pipe lines to carry the oil by gravity to points of application there is no danger of a strike on the part of railroad employees tying up our industries.

But that is not the extent, nor half of it, of our blessing in this respect. Cheap as fuel oil is, and few as the employees who bring to the surface and apply it at the factory, electricity is cheaper, and requires fewer hours of human labor per horse power to produce and apply it than is the case even with crude oil. And the Southwest, although endowed less abundantly than other regions with copious streams of water, yet has enough of these from which to produce "juice" to turn all the wheels of industry in the region. If our streams are fewer and less magnificent in their flow, their descent toward the sea is greater, and so a thousand inches of water tumbling over a cataract

will produce more electricity than a million inches in a sluggish stream.

Our crude-oil industry is well developed and has worked wonders in the stimulation of industrial enterprises. The development of our electrical power is in its infancy, but it is going to grow like the greatest young Hercules ever known in industrial affairs.

SAN DIEGO AGAIN LEADS STATE IN BANK CLEARINGS.

With a gain of 70 per cent. San Diego leads all cities of the state in increase of bank clearings for the week ending May 2, and stands fourth in the list of nine cities included in the report of the California Development board, as compiled from clearing house figures.

Following are the clearings as reported to the board, with percentage comparisons for the corresponding week of 1911:

San Francisco, \$49,559,143; decrease 1.9 per cent.
Los Angeles, \$23,999,482; increase 17 per cent.
Oakland, \$3,972,373; increase 21.9 per cent.
San Diego, \$2,679,089; increase 70 per cent.
Sacramento, \$1,640,497; increase 3 per cent.
Fresno no report.
Pasadena, \$786,546; decrease 12.7 per cent.
Stockton, \$721,928; increase 3 per cent.
San Jose, \$518,811; decrease fraction of 1 per cent.

"My Drink
is
Lemon Beer"

"That's what you'll say
after you have had
that parched feeling in
your throat quenched with
a glass of

Lemon Beer
TRADE MARK
REGISTERED

A Pure Healthful Thirst
Quencher

5C

At All Fountains

American National Bank OF SAN DIEGO

Safe Deposit Vaults OPEN FROM 8 TO 5
SATURDAYS, 8 TO 2

Situated in the basement of the American National Bank Building. They are famous, not only for their size and strength, but for the beauty of their interior finish.

Equipped with every modern safe deposit device, they offer an absolutely safe resting place for valuables of all kinds, such as bonds, insurance policies, jewelry, etc.

Located in the Heart of San Diego's Business District

American National Bank
N. W. Cor. Fifth and D Streets, San Diego, Cal.

Commercial Interests of San Diego

JOHN BURNHAM & CO. (Inc.)

One of the most progressive and reliable firms dealing in real estate is that conducted by John Burnham and Co. (Inc.) whose offices are located on the second floor of the Timken Building, Cor. Sixth and E streets. The men at the head of this firm are well known business men and are representative citizens, and enjoy the forwarding of this city's interests. Its general field of operations will embrace real estate, improved and unimproved. This company has the greatest possible faith in the future of San Diego, and is fully grounded in the belief that the time is fast approaching when it will have its "hands full", attending to the wants of clients in the line of its operations. They have made many of the important deals in the city, and have listed many of the most select business sites in San Diego, as well as residence property in all parts of the city. The John Burnham Co. (Inc.) is thoroughly organized and systematized, and are in a position to bring buyers and sellers together to the best possible advantage of both. There is no better investment today than a piece of improved or unimproved property in San Diego and surrounding country, and those who are looking for safe investments will not make a mistake if they communicate with this reliable firm.

ROSS & GEORGE, BOOK-BINDERS.

It is conceded by many of our best citizens, who are regular patrons, that Ross & George are the leading bookbinders of San Diego, and those who are not acquainted with their artistic productions we would advise to take a trip to their up-to-date establishment and make an inspection for themselves. They are bookbinders, blank book manufacturers, paper rulers, loose leaf devices, and in fact everything pertaining to their line. This enterprise is one of the most complete and up-to-date binderies of any city of its size on the Pacific Coast. The proprietors of this firm are Mr. A. H. Ross and Mr. P. T. George. They are fully up-to-date in the business and have developed a patronage among our best business firms in San Diego. Their place of business is located at 860 Third street, Frye & Smith Building. For excellent work and fair prices you can find none better in their line.

T. W. COATES, CONTRACTOR

One of the most reliable and leading contractors in the city of San Diego is Mr. T. W. Coates, who takes contracts for all kinds of building. He is a man who can be relied upon when any work is entrusted to him. He employs nothing but the best mechanics and furnishes first-class materials. It is said of Tom Coates that he always does a little better than he agrees to in constructing buildings and other kinds of contracting, which accounts for him always keeping busy and being recommended by his many patrons. We doubt if there is another contractor in the city of San Diego who has had as many years' practical experience in the contracting and building business as Mr. Coates. He has been in the business continually for thirty-five years. His place of business is located at 1223 F street. Phone: Home, 2675.

STAR BUILDERS' SUPPLY COMPANY

The building trade of San Diego has within the past few years become an interest of such vital importance as to demand special attention in any work bearing upon the commerce and resources of the city. The fact can be appreciated that such a reliable firm as the Star Builders' Supply Company have a large field for their materials. They are among the largest dealers in the city in lime, cement, hardwall plaster, sand, gravel, crushed rock, and all kinds of brick, lumber, metal and wood lath. Their specialties are Sunflower and Colton Cement and Royalite Hardwall Plaster, and Putteney Lime. The Star Builders' Supply Company is located at 343-347 Fifth street and are extending their warehouse through to Sixth street, giving ample storeroom for the rapid extension of business. The company are now operating an eight and three-ton truck and sixty head of horses. By handling the best materials on the market and under the efficient management of Mr. Winchell, this company has gained the full confidence of the people of the city and surrounding country. They enjoy a lucrative business among the leading commercial interests of the city and are highly respected.

GEORGE P. BAUERLEIN

The business and the art of household decoration are represented in a high degree by the excellent wall paper store of Mr. George P. Bauerlein, whose establishment is located at 830 Seventh street. The attractive merchandise to be found there is in nowise so much a representation of the art as is Mr. Bauerlein himself, who is an artist in his line. He was established here as a leading painter and decorator for the past 25 years and has executed some of the most artistic interior work in many of the homes and other buildings of the city. They make a specialty of wall paper, house lining, burlap, room mouldings, picture framing, etc. Mr. George P. Bauerlein, the proprietor and manager, is a gentleman who possesses all those keen, resolute, business qualifications that stamp the successful commercial man of the period.

SAN DIEGO HAT FACTORY

A popular establishment and one that is a great convenience to the citizens of San Diego is the San Diego Hat Factory, located at 1228 Fourth street. This is strictly a home manufacturing establishment and deserves the patronage of every citizen who is interested in building up our city on a substantial and lasting basis. The San Diego Hat Factory will manufacture for you any style of hat you want and at prices more reasonable than you will pay for the same quality of hat manufactured in some other part of the country. Then, why not patronize them and keep your money at home? They have on hand some beautiful Panamas for ladies and gentlemen, at reasonable prices, and latest shapes. Their factory is equipped with machinery for the manufacture of all kinds of stiff and soft hats, while they have blocks for cleaning, dyeing retrimming and reblocking of all kinds. The proprietor of the San Diego Hat Factory is a man of long experience in his line and does all he can to please customers.

W. D. CRAIGO & CO.

Some years ago in the city of Chicago the realty dealers held one of the largest parades that was ever held in the "Windy City." It was not composed of real estate dealers entirely, but men in all lines of business took part in the parade and swelled the number in line to many thousand men and boys, and a large number of ladies occupied carriages at the head of the procession. One of the banners displayed in the parade read: "The Real Estate Men Made Chicago." And we don't hesitate to say that the real estate men are making San Diego, and such reliable real estate firms as Craigo & Co., who are located at 926 Seventh street, are taking a very important part in doing it. This firm is one of the most reliable in the city and have a fine list of high-class business and residence property. Mr. Craigo is a heavy holder of San Diego property and is well posted in values. Before coming to San Diego he was located in South Dakota, where he was a heavy dealer in land for a number of years. Before making investments you will do well to consult this firm.

UNIVERSITY HEIGHTS FURNITURE AND AUCTION CO.

In every city there are examples of those whose special record for unflinching integrity, undaunted and untiring industry make them men of note, not only in their special field of labor, but wherever commercial reputation is recognized and respected. The University Heights Furniture and Auction Company, with Martin Kelly as manager, is composed of these kind of men. They are engaged in the furniture business at 1621-23 University avenue, and have developed a business of satisfactory proportions by instilling these qualities into their business. They carry all the latest designs in furniture, curtains, carpets, rugs, linoleum, bedding, stoves, draperies, etc., and is the best store of its kind on the Heights. They enjoy a large and increasing business among the best people in their section of the city. The University Heights Furniture and Auction Company is looked upon as one of the most reasonable priced firms in the furniture business in San Diego. Martin Kelly, the manager is well and favorably known in the middle west, having come to San Diego recently.

HOWARD W. HINMAN

It is a pleasure to help the business of our friends and we feel that no mistake is made when we encourage people to patronize the reliable and up-to-date tailoring establishment of Howard W. Hinman, whose place of business is located at 956 Seventh street. He turns out some of the most stylish tailored suits that are worn by the best dressed gentlemen of San Diego. His made-to-order clothing has a distinctive style and fit that places them in a class all by themselves. His workmanship is of the best and the materials and trimmings are the finest that can be purchased on the market. Mr. Hinman has been in business in San Diego for a number of years and sells clothes to many of our best known business men. He is a pleasant gentleman to meet and always will treat you courteously whether he takes your measure or not.

Large Gain in Postoffice Receipts

Postoffice receipts for the month of April, 1912, show a remarkable increase over those for the corresponding period of last year. The receipts for April, 1912, amounted to \$19,060.88, while for April, 1911, they came to \$15,023.75. The percentage increase is 26.8, the greatest record in several months, and by far greater than any other postoffice in the state for a year or more. This is the more remarkable in view of the fact that in April of last year the Pacific fleet was here, and the presence of the provisional brigade in this neighborhood added considerably to the receipts at that time.

The items of the receipts during April, 1912, are as follows:

Stamps	\$17,514.36
Box rent	1,308.50
Second class	238.02
	\$19,060.88

CARRIER TEST HELD.

A ten days' delivery test was held during April, during which time the postoffice inspectors for this district were here, and the carrier delivery system thoroughly gone into. All the petitions filed for extensions of and improvements in the free delivery service were carefully considered, and it is likely that results will follow in the near future—probably in about 60 days.

As a result of the tests it was found that each of the postmen carried an average of 735 letters and 316 newspapers daily, a total of 1051 pieces delivered daily by each man. The average weight of the letters delivered daily was 14.12 pounds and of the papers 70.55 pounds, a total of 84.67 pounds carried daily by each man.

The speed test showed the carriers averaged 10.32 pieces a minute.

A notable circumstance, indicating the rapid growth and shifting of the population of the city at present is that the number of changes of addresses reported to the carriers averages 200 a day.

USES THOROUGH SYSTEM

The test, which was originated by Postmaster C. H. Bartholomew, was designed for the purpose of determining the respective degrees of efficiency among the carriers, the information being used largely in ascertaining the ones entitled to promotion. Bartholomew's system is said to be the most thorough and searching in the United States. It embraces a wide variety of subjects, including the number of trips made by each carrier each day, the time spent by him at work in the office, on his route and disengaged in the office, with the totals of all three; the weight of letters and the weight of papers carried by him each day, and the total of both; the number of letters and of papers delivered, and the total number of both; the total number of change orders, of registers, the number of pieces of mail marked up, the time allowed in making unregistered orders, the excess of mail over the average, the deficit under the average, and the number of pieces of mail returned.

The Call to Arms

(By Bessie Lytle Bradley)

Where the dark pines threw their shadows, deep and sheltering,
And the woodland, bathed in beauty, caught the bounding breath
of spring,

And its glamour; and the waters, sylvan-like, moved dreamily,
Through the groves, and by the mountains, waking from their
revery—

Then the call, to arms, resounding, and reverberating swept
Past the sea-beat shores, and trailing, like a mighty firebrand
leapt,

Through the land, and roused the nation, eager, waiting for the
call,

Who responded to the summons, nobly, faithfully, and well,
Mustering squadrons, swelling, surging, like the tumult of the sea,
Troops of horsemen, brave and daring, and home-guards and
infantry.

Gathered round the starry banner, with its waving stripes un-
furled;

In their noble consecration, greatest, grandest of the world!
Aye, the commonwealth, the nation, sent her valiant sons, and
strong,

Daring danger and disaster, where the brave alone belong.

But valorous deeds, like lives immortal, never die,

Living, breathing, through the ages of a vast eternity!

* * * * *
A quiet reigns, a brooding calm, upon the sea and land,
The hush that follows a mighty storm, where strong beams sway
and bend,

Before the onslaught of the gale, before its raging breath,
Its clash, and clangor and its din, its awful scourge of death,
Across the expanse of the vanished years, that bridge the chasm
between

The Past, with its awful blood-red stream, that bathed the reek-
ing plain,

And the now, serene in its heritage, of honorable deeds,
Reflected into the future years, by the fadeless light, their luster
sheds,—

Out from the Past, which memory binds unto the kindred now,
Flash pictures, from the gleaming of the camp-fire's ruddy glow,
With all its full, deep meaning writ, in living letters, and
its hardships and privations, with its heroism grand;

Or, from the long and dreary march, through rain and sleet, and
snow,

Through heat, that blazed from torrid sun, where the soldier
ranks must go;

Where danger waits, at every step and death, alas, perchance,
Right through the blaze of musketry, the soldier must advance,
In front of the canon's deadly mouth, that thunders with awful
force,

And mows the ranks like blades of grass, along its fateful course.

Ah, he must stand, like Leonides, at old Thermopylae,

And brave the fury-sweeping storm, before the enemy,

And, like those at Balaklava, "on the battle's bloody marge,"

Where they fought like demon tigers, "in that fierce and fatal
charge."

So they fought at Gettysburg, in that terrible affray,

In a hand to hand encounter, fought like tigers, desperately,

And, at Shiloh, and Antietam, ah, what awful rain of blood,

'Fore the mouth of belching cannon, heaps of wounded and of
dead;

So they fought in many a battle, through those horror-laden years,
Fought beneath the nation's banner, 'neath the dear old stripes
and stars.

* * * * *
And, whether North, or whether South, the opposing armies
fought,

For what, in all sincerity they deemed was just and right,

They gave themselves to a losing cause, like men, not grudgingly,
The slain who ranked on the Southern side, against the Blue—
the Gray.

* * * * *
Nearly forty years have vanished, since that fierce and desperate
struggle.

Where the blood of heroes mingled, and where foe and foeman
fell;

Brother reconciled to brother, from the Northland, from the South,
In one common bond united, plight anew, their unbroken faith.

Side by side they fought together, fought for Cuba's liberty,

Hearts once more united, mingling in a common sympathy.

Patriotism, love of country, binds the broken chain anew.

Linked together, welded firmly, in a purpose, strong and true.

Patriotism, full of meaning, born of love of Liberty,

Potent tie, that binds the nation, in a bond of unity.

Commercial Interests of San Diego

STILES POULTRY SUPPLY COMPANY

This is one of the most popular places of its kind in San Diego. It has a wide reputation, not only among the people of San Diego, but the surrounding country. They do a large business and keep in the lead in their line. This progressive enterprise is located at the corner of Seventh and H streets. They carry the best line of goods on the market and their prices are as low as can be found at any place in the city that carry a supply of poultry products. They are agents for Zenoleum, Jubilee Incubators and Brooders, Avenarius Carbolineum, International Stock Food Company's Poultry and Stock Food, Surelay Egg Mash, Geo. H. Croley's Poultry Foods and Armour's Meat Scrap. They also handle seed, hay, grain, eggs and poultry. Mr. H. M. Stiles is the proprietor, who is a wide-awake business man and always pleasant and obliging to customers. His large and increasing business is due to his thorough knowledge of the business. Mr. Stiles has recently taken over the Bee Keepers' Supplies Department of the Hazard-Gould Co., to which he has materially added and intends to keep complete in every particular.

S. A. NEWCOMER'S SEWING MACHINE EXCHANGE

The benefits of modern civilization are manifested in every department of San Diego's business life, but in no line of enterprise is it so distinctly apparent as in those institutions which cater to our individual conveniences. In S. A. Newcomer's Sewing Machine Exchange, located at the corner of Ninth and D streets we find an establishment that is a credit to San Diego. During the time he has been in business he has won for himself a lucrative patronage. He is an expert in the sewing machine business. He carries a large stock of sewing machines of different makes, and you will always find his prices "just right". He carries attachments for all machines—needles, oils, etc.—and does an expert repairing business. For a new or second-hand machine, you will find this one of the most reliable establishments in San Diego to buy at. Mr. Newcomer is obliging and courteous and always willing to explain the merits of machines and give you his prices.

THE EINTRACHT

The Eintracht is a pre-eminently first-class refreshment resort and occupies a spacious ground floor at 963-65 Fourth street. Its interior and bar are very handsomely finished and appointed. It is brilliantly lighted with electricity and there are large plate mirrors and other artistic ornaments which makes the place a cheerful resort. But the star attraction of all is the choice quality of the liquid refreshments that are handled. All the fine Old Bourbon and Rye whiskies are carried, as well as wines, both imported and domestic. Cold and refreshing San Diego beer is always on draught. Efficient and courteous attendants are employed. The proprietors, Becker and Stonesifer, are two successful and prosperous citizens. They have always shown great public spirit and devotion to the city wherein they reside, and are deserving of the increasing business they enjoy.

SOUTH COAST MARINE SUPPLY CO.

Figuring largely in the columns of San Diego's Industrial expansion, and occupying a distinctive place among the valuable factors of the city's productive power, such an enterprise as that styled the South Coast Marine Supply Company must rightly be accorded no obscure position in a review of the causes which have contributed to the development of this thriving community. They are jobbers and distributors of Marine Hardware and Motor Boat supplies of all kinds. Their place of business is located on F street below Second street, in the Richmond Hotel Building, where they will be glad to have patrons call and inspect their line of marine goods, and guarantee that their goods and prices are the best to be found in the city.

H. D. HUBBS, PLUMBER

Sanitary plumbing is one of the most essential features to the health of a city, and especially one that is growing as rapidly as San Diego. One of the leading establishments in the plumbing business in the city is that of H. D. Hubbs, located at 1156 Third street. He carries on a general plumbing business and does all kinds of steam and hot water heating, gasfitting, and in fact everything pertaining to the plumbing trade. He pays particular attention to repair work of all kinds, which is done by the most experienced workmen. Mr. Hubbs has handled some of the largest plumbing contracts in San Diego, and has just recently been awarded the contract for our new polytechnic school, which is quite an important one. He has the confidence of the business community as well as that of our private citizens.

SAN DIEGO PLATING WORKS

Among the leading industrial establishments in San Diego is that of the San Diego Plating Works, and it has a most prosperous record. Their place of business is located at 540 Seventh street, where they do gold, silver and nickel plating. Their factory is completely equipped with all the latest machinery and appliances and their work turned out is the best of its kind in the city. They make a specialty of polishing and oxidizing and their prices are reasonable. Mr. J. A. Long, the proprietor, is one of our progressive business men and is in touch with every detail of the work. Phone: Main, 3420.

RETENMAIER

San Diego is well organized, and has for the public convenience such institutions as are best prepared to handle their dyeing and cleaning, rejuvenating their clothing, adding largely to their appearance and wear. The leading enterprise in this specialty in San Diego is Rettenmaier, located at 1325 Ash street. The popularity of his system is shown in their large patronage. He is reliable and trustworthy, and the finest and richest goods can be entrusted to him without fear of injury. Charges are moderate and satisfaction guaranteed. Visitors as well as residents should send their soiled and wrinkled clothing to "Rettenmaier." Phones: Pacific, 2675; or Home, 4302.

BARNEY, METCALF & BARNEY

Representing as it does companies which cover the entire insurance field, Barney, Metcalf & Barney have earned a well-deserved success. The firm, with central offices at 1523 D street, has now extended its representation to all parts of the city and county.

The firm is particularly fortunate in the selection of the insurance companies which it represents in San Diego. Among them is the North British & Mercantile Company, the Lloyds of London, Insurance Company of North America, the Firemen's Insurance Company of Newark, American Central Insurance Company, St. Paul Fire & Marine, London Guarantee & Accident Company, United States Casualty Company, New Jersey Plate Glass Insurance Company, the Prudential Life Insurance Company, and the Title Guaranty & Surety Company.

The combination represents a formidable array of the leading companies in the many different forms of insurance now written over the world and covers the field completely.

Barney, Metcalf & Barney, individually, are well known and identified in business and social circles. They are ardent boosters for San Diego and believe it will soon be the best city on the Coast. Each is a young man whose achievements in the past prophesy unbounded extension and success in the future.

C. E. ANTHONY

In all centers of mining for precious metals, one of the most important departments of the business is that of the assayer. In fact, the reliable assayer and chemist is often an indispensable necessity to the mine owner, prospector and the investor in mines. The only question that is possible in such cases is that pertaining to the competency and honesty of the assayer. All such questions are set at rest, however, in the case of such well-educated, thoroughly experienced, honorable assayers as Mr. C. E. Anthony, whose offices and laboratory are located at 858 Fourth street, where he makes assays and chemical determinations of all kinds, and is always prompt and reliable. He does his work thoroughly and accurately, giving his personal attention to each assay. Mr. Anthony is a characteristic representative of this class. His charges are most reasonable and he is known for his excellence and exactness of his work.

THE RECEPTION

To give his customers proper attention at all times and the full worth of their money has always been the aim of Mr. Alfred Steinman, proprietor of the Reception Saloon, located at 1420 E street. As a consequence of his determination to treat his patrons right at all times, Mr. Steinman has built up a trade of which he has good reason to feel proud. He keeps his place in the best possible condition. In addition to a first-class stock of whiskies, wines and beer, he has an assortment of cigars that are good in every particular. Those who patronize him certainly get their money's worth. Mr. Steinman always gives a cordial reception to those who patronize his place and tries at all times to make it as congenial for them as possible.

APRIL AND JUNE LOOK ALIKE— TO CUPID.

The news that San Diego's Panama-California Exposition will keep open every month of the year 1915, has awakened a keen interest in San Diego's climate which will permit of a twelve month indoor and outdoor fair. Hundreds and thousands of tourists are visiting San Diego and many of them become residents. Nearly every one of these visitors is frank to admit that he has read about San Diego in his home paper, which emphasizes the results achieved by the publicity bureau of the exposition and the work of the Chamber of Commerce.

And now Dan Cupid has heard the good news of the twelve months of mild climate in San Diego. In other parts of the world he has held his matrimonial fiestas in June, when fair weather lent an auspicious setting for aisle strolls.

But Cupid finds April as pleasant as June in San Diego; in fact, any month will furnish choice flowers and cloudless skies to make the wedding bells ring more joyously. And so we read in the newspapers that "the number of marriages in San Diego in the month of April, broke all records. County Clerk J. T. Butler issued 113 licenses."

IN MEMORIAM.

Once I had a meerchaum yellow;
Nevermore I'll know its fellow
How one whiff of it would banish every care!
And its loss I still deplore,
But I'll never see it more,
For my wife has got it put away somewhere.
And my pair of slippers oldest
That I loved when nights were coldest,
When close to the cheery hearth I drew my chair,
Now from mortal eye are hid,
Like the gold of Captain Kidd,
For my wife has got them put away somewhere.
'Tis a rule that's ne'er unheeded
That what's sure to be most needed
She must hide away with skill beyond compare.
To the things that once we knew
We can find not e'en a clue
When my wife has got them put away somewhere.
Oft I've told her, "Burn it, break it,
Or to some poor family take it;
Let me know it's gone, and save me from despair;
But do not, I beg and pray,
Let me hunt till I am gray
For the thing I know you've put away somewhere."
When the sea gives up its dead,
When the Judgment Book is read,
When the last cold-storage chicken is laid bare:
Then perhaps we'll find some trace
Of the secret hiding-place
Of the things my wife has put away somewhere.

—(Walter G. Doty, in Ruck.

THE REAL GREETING.

In the land of the sage and the cottonwood,
The cactus plant and the sand,
When you've just dropped in from the effete East
There's a greeting that's simply grand;
It's when some giant comes up to you,
With a hand that weighs a ton,
And cries as he smites you on the back:
"Why, you derved old son of a gun!"

You know at last you are home again,
To the land where things are rough,
But where this friendship thing is real
And wiry and hard and tough;
You know you're where a pal sticks tight
Until life's final sun,
When, you hear, as a fist falls on your spine.
"Why, you derved old son of a gun!"

You may have been where they shake hands high,
In a formal sort of a way—
Where a friendly grin will die outright
Ere it's started to make its play;
But all these things forgotten are
When some hearty western son
Roars out, as he smites your shoulder blades:
"Why, you derved old son of a gun!"

SAN DIEGO'S RAPID GROWTH.

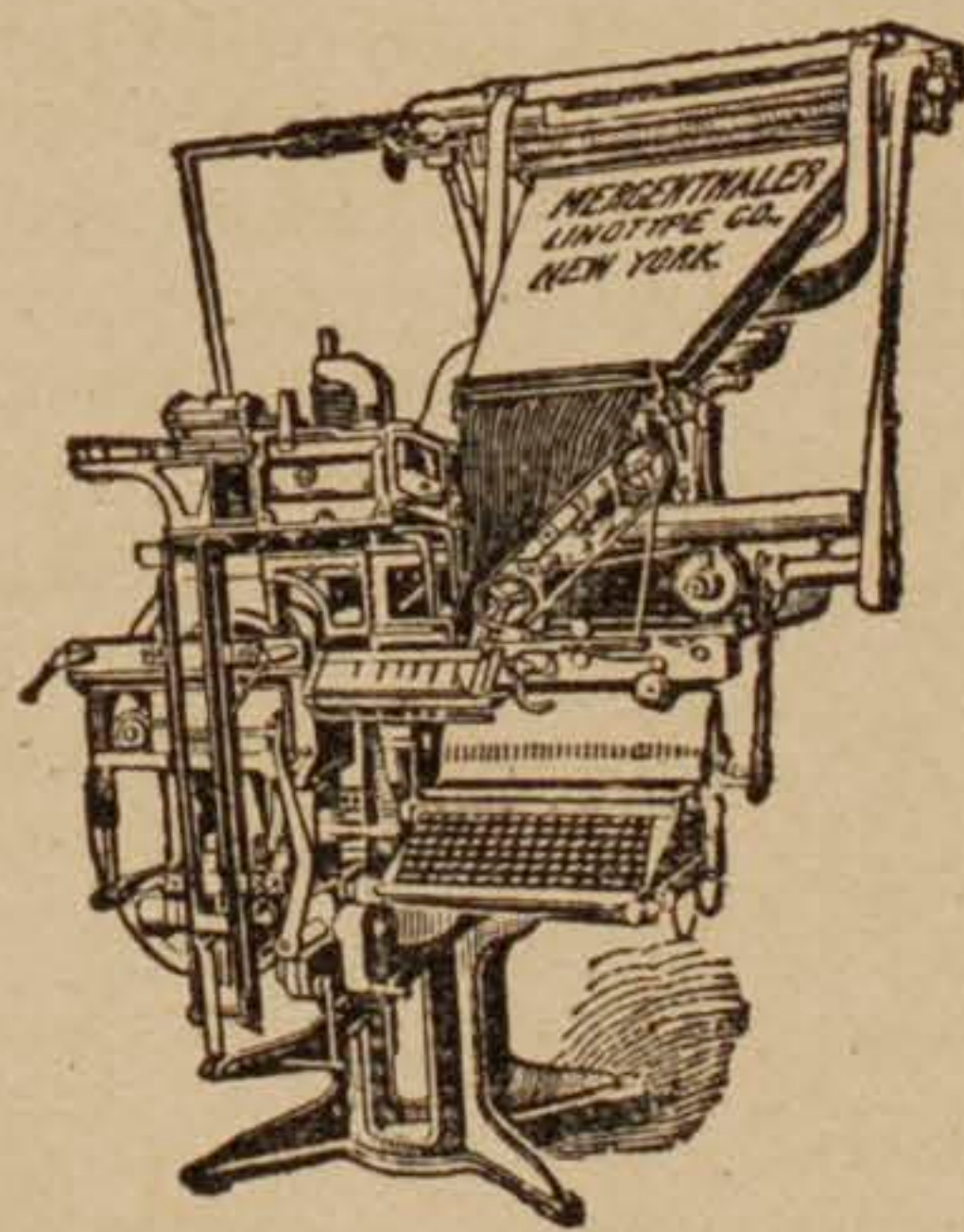
Progress and development in industrial affairs, however brought about, obviously must rest finally upon population. The more rapid the growth of population, the greater will be that of development in industrial things. That is really the influence which lies at the basis of a development in San Diego and in Southern California, which surpasses anything ever known before and which naturally astonishes all strangers who visit this city and section.

The increase in population with us depends almost entirely upon immigration. At the present time this is proceeding at a greater pace than ever before in the wonderful history of Southern California. It is said by those in a position to speak intelligently, that the city of San Diego at the present moment contains not less than 5,000 strangers. Newcomers are rushing in at a heavy rate and we are probably adding to our permanent population at the rate of about 15,000 a year. This easily explains why development goes on so rapidly, why so many hotels are built and new ones being added, and all full.

Successful Company to Have New Quarters

The Callahan Construction and Realty Company, one of the most successful building and realty companies operating in San Diego, will move into large and commodious quarters in the building at the corner of Fifth and C Street, formerly occupied by the Geo. W. Marston Company. The building is being remodeled throughout and the Callahan Company will occupy the first and third floors. The main floor will be occupied by the realty department and the third floor by the building department. The Callahan Construction Company has been doing a safe and conservative business and is destined to become one of the leading building and realty companies in the city. Mr. Z. F. Callahan, the president and manager of the company, is a high-class architect and a man of wide experience in the building line. Before locating in San Diego he was connected with the Los Angeles Investment Company, the most successful corporation of its kind on the Pacific Coast. They will move into their new quarters June first.

Linotype Compositors



Book Composition
a Specialty

Pfahler, Buelow & Fisher

860 Third Street

Room 3 Frye & Smith Building

Commercial Interests of San Diego

SCHNELL'S SANITARY DAIRY

No line of business endeavor is excepted in our march of progress, and San Diego enjoys an envious distinction, as possessing men of push and energy whose tendencies are forward and upward in every phrase of business life. No more popular illustration could be presented than the evolution of the Creamery enterprise of Schnell's Sanitary Dairy, at Sixth and K streets, Phones Home 2034, Sunset Main 834. There is no business that is more important to the welfare and health of the city than the dairy and creamery business, as they should be well and carefully managed. We feel safe in saying that Schnell's Sanitary Dairy is one of the cleanest and most sanitary establishments of its kind in the state. They do a retail and wholesale business, making a specialty of high grade bottled milk, and creamery butter, churned fresh every morning at their creamery. Their butter, milk and other products can always be depended upon to be fresh and wholesome. They are always in the market for cream and milk and fresh eggs, as they pay the highest prices to get them. This reliable enterprise is under the efficient management of Mr. H. F. Schnell who thoroughly understands the business and is among our public-spirited business men.

GEORGE W. OTTO, FLORIST

One of the most charming places in the city—a veritable fairyland of beauty and fragrance is the establishment of George W. Otto whose attractive place at 1250 Fourth street, is always well stocked with cut flowers of every description, suitable for any or every occasion, where flowers are needed. Special attention is given to wedding and funeral orders, and a large and choice variety of designs are on hand to be made up at short notice. Their cut flowers are especially beautiful and consist of all the exquisite carnations, roses, etc. They also keep on hand at all times a variety of palms, ferns, and flowering plants suitable for the house and garden. Their nursery is located at Thirty-fifth street and Logan avenue where it is fitted up with all the necessary appliances for raising the most fragrant flowers and healthy trees, shrubbery, plants, ferns, etc. Mr. George W. Otto is the efficient manager of the concern and is fully competent to handle all the branches of the business. They have hundreds of customers all over the city.

THE IMPERIAL HOTEL

One of the most popular rooming houses conducted on the European plan is the Imperial Hotel, located on D street, between Seventh and Eighth streets, and contains a large number of well-furnished rooms. It is two blocks from the business center, postoffice and many restaurants, and street cars pass the door. The rates are moderate and special rates are made to regular roomers. An attractive feature of the house is that the rooms are light, sunny and airy, and well ventilated. Hot and cold baths in connection. The proprietor, D. G. Miller, who has recently taken charge of this popular place, is well and favorably known to the business people of the city, and is an ideal host. To visit this house once means to come again.

CHARLES W. OESTING

This name is one of the most familiar in San Diego. It would be hard to find a man in any sphere of life who is better known or who has a larger circle of friends and personal acquaintances. There is not a more active and persistently energetic business man in the city and none more fitted by reason of a genial nature and vigorous manhood for eminent success in the business and the art of insurance. He has been in the business for many years and has been successful in building up and maintaining an extensive business. He issues fire, marine, casualty, steam boiler, plate glass and automobile policies in the most substantial companies in the world. His offices are in the Granger block, corner of Fifth and D streets.

FAMOUS CLEANERS AND DYERS

The business of this enterprise is an important one and its affairs have been conducted in the most successful and modern manner. Every equipment is on hand for first-class work in dry and wet cleaning and dyeing. You are invited to come in and inspect our work and secure our prices, which are very reasonable. We cleanse materials of every description, and we know how. Discriminating people insist that the Famous Cleaners should clean and dye their valuable garments. Give them a trial and be convinced. By a new process fur garments are returned to you bearing their original lustre and finish. Messrs. Marsh and Rothbauer are experts in their line, and if you wish them to call for a trial order you will find their well-equipped establishment at 2017-19 H street. Goods called for and delivered promptly. Phones: Home, 4591; Sunset, Main 2651.

SAN DIEGO BROOM WORKS

This well-known concern manufactures brooms and brushes. This industry deserves the support of every public-spirited citizen of San Diego and surrounding country. The firm consists of Mr. Wm. Winters and Mr. A. A. Finley, who are building the industry up to a high standard. They manufacture the best of goods and by fair dealing and honest business methods expect to enjoy an everlasting patronage. The San Diego Broom Works are located at 320 Sixth street, they having recently purchased the same. Messrs. Winters and Finley are public-spirited gentlemen and we bespeak for them a fine business future. Phone: Home, 2492.

H. W. BARNES

Among the many resorts where liquid cheer is dispensed, not one has a more liberal patronage than Mr. H. W. Barnes, located at Fifteenth and K streets. They serve only choice goods, embracing foreign and domestic wines, liquors and cigars, also beers, gins, wines and mixed drinks. The service is prompt and obliging. The management is energetic and enterprising and fully alive to the opportunities in their line. This concern enjoys a very extensive patronage, and it occupies well-appointed quarters, where they are courteous and obliging to all patrons.

SAN DIEGO COUNTY POULTRY ASSOCIATION

The business of dealing in poultry supplies is getting to be a very important one, and here in San Diego one of the largest and most progressive firms is the San Diego County Poultry Association, located at 926 Sixth street. They deal in all the high grade breeds of fancy and domestic poultry. Their stock of feed, beef scrap, patent poultry food, medicine and ground bone, is one of the largest in the city. They have on hand various sizes of the best incubators, at reasonable prices. They make a specialty of foods that make healthy fowls and increase the production of eggs. Having the advantage over other countries in regard to being able to work in the garden the year around, it is a pleasure to be able to get good seeds and to realize they are the best in the market. Nearly every inhabitant who has any vacant ground is engaged in the poultry business or beautifying their lawns and cultivating their gardens, and by doing so they endeavor to buy their supplies from such places as the San Diego County Poultry Association. Mr. J. W. Sampsell is president and manager and Mr. J. F. West secretary of the association. These gentlemen are courteous and obliging and willing at all times to explain the details of the business.

G. W. RICHERT, HORSE AND MULE MARKET

As San Diego is the leading center for the purchase and sale of horses, it is therefore essential that a reliable concern should engage in the dealing and caring for these animals. A concern of this kind is conducted by Mr. G. W. Richert, who has large and well-equipped stables for the care of horses and mules. Mr. Richert has many good horses and mules for sale, usually at bargain prices. He runs his market in a business-like manner and is doing a most successful business. Mr. Richert has the advantage of being an excellent judge of horses and is well-qualified to buy, trade and sell any kind of horses and mules, as well as being able to handle high-class harness horses. No more competent, pushing man in his line can be found in the Southwest. This concern is located at 459 Tenth street.

KORN-KRISP-KITCHEN

Nothing plays so important a part in upbuilding a city as its manufacturing establishments. They provide employment for working people and thus put money in circulation which helps to support our various mercantile concerns. Whenever a manufacturing firm is started in San Diego our people should encourage it in every way by using their products. Among our many establishments in the city is the Korn-Krisp-Kitchen, located at 1210 Fifth street. This delicious article is made of the best materials and under the most strict sanitary rules. Mr. Burt D. Stimson, the proprietor, is one of our best known business men, and is an expert in this line. They have in connection a fine line of confectioneries. In buying your Pop Korn Krisp look for the label: "Everybody Eats Stimson's Korn Krisp, 5c. Made in San Diego, 1210 Fifth street."

San Diego as a Place of Residence

If there is one thing more than another in which San Diego can honestly be said to enjoy the greatest fame it is as a place of residence, and this fame extends to the uttermost parts of the earth. Thousands of people have been attracted here from the four quarters of the globe, uniting to make the city one of the most cosmopolitan in the world. The fame has been acquired among the very best, most cultured, refined and highly educated classes of people and travelers who have visited the most noted places of the world unite in pronouncing San Diego the most beautiful and attractive home city to be found anywhere.

There are no congested districts, no grouping of human beings in dark, poorly ventilated, crowded quarters, no unsightly flats, but homes, homes, homes on every hand on large lots with lawns, and trees and flowers in luxuriant abundance. Homes they are in the truest and most delightful sense of the word, surrounded by grass plats, ornamented with vines and blossoms, palms, magnolias, peppers and acacias. Homes where there are no signs as in Eastern flats, "children not allowed," but here families can grow up healthy and strong in the open air, with a refined taste and sense cultivated by the natural artistic surroundings of life.

Many wealthy people have, after traveling extensively chosen this as an ideal spot for a residence and they have erected handsome houses and furnished them in palatial style, their settings being in the midst of tropical gardens, commanding scenic views of mountains, valley, plain and sea, unrivaled anywhere.

But the really wonderful and beautiful part of it all is that

one does not need to be a millionaire to possess a home in this city, comfortable, cozy and artistic, and thousands of cottages and bungalows, owned by wage earners and men of moderate means, are found in all sections of the city. Every variety of location for a residence may be found within the city limits of San Diego and that person who can not be suited here must indeed be hard to please.

One of the most attractive features about a home in this section is the wonderful rapidity with which vegetation of all kinds grows, so that instead of having to wait years for a new residence to assume a settled and homelike appearance, the owner has to wait only a few months until his house is surrounded with thrifty plants and climbing vines, while even some trees, as in the case of the eucalyptus, grows up to a respectable size within a year.

Strangers are agreeably surprised, on arriving here, to find that, from a social standpoint, Southern California communities compare more than favorably with those of similar population of the east. This is not at all surprising when we consider that this section has been chiefly settled by people of culture from the country east of the mountains. In this respect Southern California has less of the old California character than any other part of the State. The old-time Spanish settlements found here and there appear like islands in the sea of modern American progress.

Clubs and societies are numerous and there is not a secret society of any importance that is not represented here. Visitors and newcomers are soon made to feel at home, and within a very short time regard themselves as old time San Diegans.

San Diego as an Investment Center

The solid and substantial character of the growth and development of San Diego has attracted the attention of capitalists the country over, and today this city is recognized as offering a most safe and profitable field for investments in multitudinous lines. The confidence of the moneyed men of the country is amply proven by the fact that vast sums of money are finding their way into this channel and any enterprise that can show good prospects for reasonable profits will not find it hard to secure finances for its promotion.

That the real estate field attracts the larger proportion of this capital is true because of the universal recognition of the fact that real estate is the safest investment one can make, and the past records of realty operations show such great profits that naturally this class of properties receives the lion's share of attention of capitalists.

A greater proportion of residents own real estate in San Diego than in any other city of its class. There are more home owners, and the homes are also of a better class. The homes are residences, houses and cottages, with grass plots and sun on all sides, gardens, chicken yards and barns, if not automobile houses. This home owning makes for public interest, pride, progress and good government.

So solid and conservative is the foundation of the city's growth and development that it is the opinion of real estate specialists that the property values in San Diego must, inevitably continue toward yet higher levels, and there is no other country on earth that offers more opportunities for the homeseeker, or investor.

The openings for numberless manufacturing establishments is likewise attracting the attention of the financial and industrial worlds, and it is doubtful if money invested in any other class of business or trade is yielding the profits that present factories are earning for their owners. The home market is to only a limited degree supplied with necessities and luxuries by home factories, and hundreds of thousands

of dollars worth of importations in all classes of goods are made annually to satisfy the constantly increasing trade. Public improvements are demanding the use of large amounts of money, and municipal bonds and securities are among the most desirable investments.

The growth in population occasioned by the vast development of a new and immensely rich and productive country, and the constant unearthing of new and undreamed of resources is making this a clamoring market that present facilities are entirely unable to supply, and while thousands upon thousands of dollars are now invested in various channels, there is an unlimited field for further use of great amounts of capital and in no city or section is there a possibility of securing quicker, larger or more certain profits on money invested.

CALIFORNIA INVESTMENT CO.

(Members of San Diego Realty Board)

San Diego Real Estate

and

California Investments

\$200,000 to Loan on Real Estate in Sums of \$2,000 to \$20,000 at 6 per cent.

SAN DIEGO, CAL.

1037 First Street

Both Phones

Commercial Interests of San Diego

EARL A. GARRETTSON

The field for operators in real estate and investments is a large one in all parts of the United States, and here in San Diego the field is especially inviting. One of the other important line of business that goes along with the above named is the insurance business. Mr. Earl A. Garrettson, one of our popular young business men, seeing the great opportunities in these different lines, has opened up offices on the fifth floor of the Union Building, where he will deal in real estate, bonds and insurance. He has secured the agency for a number of wellknown insurance companies, among them being that of the National Surety Company, which enables him to execute surety bonds of any kind. He writes insurance of all kinds, including automobile and accident policies. Mr. Garrettson is one of the best known gentlemen among our young business men, and with his able ability we bespeak for him a very successful career in his new enterprise.

H. UELZEN

The above is one of our most prominent concerns in San Diego. It is located at the southwest corner of Seventh and I streets, under the efficient management of Mr. H. Uelzen. He conducts a general wholesale produce and commission business, and has been engaged successfully in this business for a long period. He enjoys a large and increasing business in San Diego and surrounding country. He handles nothing but the highest class goods and at the lowest prices possible. Mr. Uelzen is a very conscientious gentleman of high business instincts, and there is no house in business in the whole city that bears a better reputation than that of this reliable establishment.

C. S. BUSS

This is one of the reliable business enterprises that has gained a considerable trade from milk and cream users in San Diego and is entitled to special mention in our Enterprise Edition. This concern is under the management of Mr. S. C. Buss, who has store No. 1 at 1431 E street and store No. 2, next to P. O., University avenue and Fifth street, store No. 4 at Sixteenth and N. He makes a specialty of home-made buttermilk, ranch eggs, cottage cheese and Cramer's whole wheat bread, also headquarters for Carque's Health Foods. When once you use his products you will be a steady customer, as patrons will always find Mr. Buss courteous and pleasant to deal with, as well as receiving first-class goods.

HOTEL ASHFORTH

All the comforts of home may be enjoyed at the Hotel Ashforth with as many luxuries as one may wish to order. The hotel is located on Ash, between Fourth and Fifth, and contains many neat and elegantly furnished rooms. Board may be had if desired and the dining-room is one of the special attractions of the house. The meals are appetizing and very substantial, and the service is all that one would desire. Mrs. Mollie Madigan is the proprietress, who gives close personal attention to every detail of the business and sees that guests receive every possible attention. For any information regarding rooms and board, call Main 677.

J. C. WILSON & CO.

Among the operative industries that contribute most directly to the prosperity of growing cities and towns there are none whose influence and energy are more worthy of recognition than those of the dealer in stocks and bonds. Prominent among the dealers of the Pacific Coast is the firm of J. C. Wilson & Co., who established their business in San Diego some months ago, with Portland, Seattle and Vancouver branches, and have been remarkably successful. The members of the firm are gentlemen of ability and integrity. They deal in high-class stocks and bonds, and are members of New York Stock Exchange, New York Cotton Exchange, Chicago Board of Trade, the Stock and Bond Exchange of San Francisco, and have a private wire to New York and Chicago. The offices of J. C. Wilson & Co. are located in the U. S. Grant Hotel Bldg., 1026 Fourth street. Phones: Main, 1284; Home, 3299.

PROF. WILLIAMS' HAIR STORE AND TOILET PARLORS

The ladies of San Diego have convenient recourse to professional services in their behalf which cannot be otherwise than greatly appreciated, and of this many avail themselves. Prof. Williams' Hair Store and Toilet Parlors are especially arranged for ladies, and are handsomely furnished. A specialty is made of shampooing, and the most acceptable service is rendered in scalp, facial and massage. The most expert artists in manicuring are always in attendance. A large stock of switches, wigs, puffs and toilet articles can be had in the latest styles, at the most reasonable prices. Prof. Williams is a graduate surgeon, chiropodist, and he gives the following treatments to ladies, gentlemen and children: Corns painlessly removed, bunions and ingrowing nails scientifically treated. He is thoroughly experienced in each branch of the work, and has only skilled attendants to assist him. He has relieved many thousands of people. Also experts in electrolysis. Superfluous hair, warts, moles and birthmarks removed permanently. His parlors are located at 1024 Sixth street.

THE OWL ICE CREAM CO.

Among the establishments recently opened up in San Diego, the above is one which appeals strongly to the ladies and children, and also to the stronger sex who are careful of their families' edibles and delicacies being pure and wholesome. Not a day passes that the madam and little ones do not clamor for ice cream, and in our blessed country it is mighty good to the palate at any and all seasons of the year. The only question is where to order it from that purity and fine flavor can be depended upon. To answer this question, The Owl Ice Cream Company request you to give them a trial, satisfied that they will make you a permanent customer by serving you to your complete satisfaction. The company is composed of responsible, up-to-date men, and is located at 758 Front street, with phones: Home, 3075; Sunset, Main 1268. Inspection of sanitary conditions requested.

J. W. WARE AND COMPANY

San Diego has many striking instances of successful and honorable business men, but there are none that stand higher in the estimation of the business community or has been much longer in the business in their particular line than has Mr. J. W. Ware, who has been in the jewelry business for 27 years. He carries a full line of watches, clocks, diamonds, jewelry, emblems, sterling silver, cut glass, souvenir spoons and native gems. Mr. Ware does all classes of intricate repairing, his specialty being watch repairing and artistic engraving. Mr. Ware is an expert in the business and is one of the most highly respected, both in business and social circles, and takes an active interest in the progress and welfare of our city. His up-to-date establishment is located at 1414 F street, where he is always ready to give cordial welcome to all customers.

UNITED WOOLEN MILLS

Among the representative establishments whose names have ever been connected with progress and liberality, the United Woolen Mills, whose place of business is located at 411-412 American National Bank Building, is one of them. Mr. R. W. Kraft, the manager of this concern is a tailor who makes clothes that fit, and the wearer is always fashionably attired, as he makes a study of every customer's figure and knows what is becoming and stylish to him. Their stock embraces the finest imported and domestic woolens, overcoatings, worsteds, serges, suitings, lining and trimmings. His list of patrons includes the names of many of the best dressed and most fastidious men in the city. Mr. Kraft does strictly high-class tailoring, and his prices are most reasonable.

Southern Trust and Savings Bank

U. S. Grant Hotel Building
Branch at La Jolla

One of the Strongest in the West
Commercial Checking Accounts
4 Per Cent Interest Paid
on Savings Accounts



G. A. DAVIDSON, President
PHILIP MORSE, Vice-President
E. O. HODGE, Cashier

Commercial Interests of San Diego

VEGETARIAN CAFE.

For ages past man has lived under the idea that meat was necessary to his existence, and if we abstained from eating flesh we would shrivel up, become weak and debilitated through lack of sustenance and die of starvation. This illusion has been dispelled by the successful operation of a Vegetarian Cafeteria, which is being admirably conducted by S. C. Cochran, at the corner of Fifth and A streets. If one imagines that a vegetarian repast would be meager, let them prepare for a surprise, for everything that an epicure or a bon vivante could wish for is prepared with the greatest percentage of nutrition. No meat or animal fat constitutes an ingredient of the cooking, which is scrupulously clean and free from foul smells of animal foods. The cafeteria is under the direction of Mr. Cochran, who is an adept in the catering art.

THE WHITE FRONT

One of the pleasant places to shop, where can be obtained the best goods at the most reasonable prices is at The White Front, located at 551 Fifth street. In their well-arranged storeroom they carry a large and well-selected stock of clothing, gents' furnishing goods, notions, jewelry and many other useful articles. Patrons will find this place one of the best in that section to trade as their goods are sold as low as can be expected, owing to the high-class of goods that are kept, and they will find them just as represented. The manager of this establishment, Harry Markovitz, is a gentleman of enterprise and ability, who has built up an excellent trade. He sells nothing but the best goods and the service is most courteous and polite, so patrons will be pleased to trade at this reliable establishment. Mr. Markovitz is well known to Arizona people, and will be glad to meet old friends.

PALACE SALES AND EXCHANGE STABLES.

This is an establishment of great industry and enterprise under the proprietorship of Mr. Geo. P. Fuhrman. The stables are located at 11th and J Sts., Sunset Phone 215 and are provided with a large corral covering. A large area, partitioned for various animals and well appointed for their keeping. The company engage in buying and selling horses and their stables and corral constitute a trading place for these animals. Mr. Geo. P. Fuhrman the proprietor has the advantage of being an excellent judge of horses and is ready and well qualified to buy and trade for any kind of horses. He does a splendid business, and is deserving of the patronage of the public he enjoys, as he is courteous and ready at all times to converse on the subject of anything pertaining to his line. He makes a specialty of dealing in high grade draft horses and mules, and his prices are "Right."

ART NEEDLE WORK

Filling an important part in our commercial interests, is that of Mrs. M. O'Leary's Needle work shop and Woman's Art Exchange located at 1114 Fifth Street. They carry one of the finest lines of art embroidery, lace work, drawn-work, doilies, and a complete line of art embroidery materials, of the finest kind. They do stamping to order and have many original

designs. The ladies of our city should inspect their beautiful line of novelties which are such appropriate designs at the most moderate prices. This store is much admired by the ladies of San Diego as it is one of the best of its kind in Southern California. It is under the management of Mrs. Mary O'Leary and Miss Mamie V. Sullivan, who are usually consulted by the ladies of San Diego in all matters pertaining to art-work. Ladies are cordially invited to visit their store and see for themselves. They will receive the most courteous attention.

BAKER MACHINE CO.

Figuring largely in the column of San Diego's industrial expansion and occupying a distinctive place among the valued factors in its productive power is the Baker Machine Company, whose plant is located at India and Grape streets, and consists of a number of buildings, in which there has been installed the latest improved machinery, as well as special machinery designed and patented by the company, in operation exclusively in this plant by expert workmen. They manufacture gasoline engines and their engines are the most perfect on the market for reliability, durability and economy. Any work turned out by the Baker Machine Company will always stand the test as to the best of workmanship and material used. The men at the head of this enterprise are gentlemen who are thoroughly familiar with their particular line of business and through fair dealing with the public have gained a liberal patronage. For any information regarding work in their line phone Main 1484.

EDGAR JOHANSEN

One of San Diego's substantial business enterprises that is known throughout San Diego and vicinity is that of Edgar Johansen whose nursery and green houses are located at National City, Phone Pacific 3100, Home 3125; P. O. Box 364. By honorable dealing, a thorough knowledge of the business, and hard work have won for him an enviable patronage. He is an Artistic Landscape Gardener and will lay out Gardens, Parks, Lawns and street planting and "will do it right", and in the most artistic style. He carries in stock all the hardy plants that will grow and bloom the year around, as well as Palms, Roses, Shrubs, Vines, Fruit Trees, Berry Bushes, Shade Trees, and Ornamental Trees. All at moderate prices Edgar Johansen is a progressive and enterprising gentleman, always ready to talk to you about anything pertaining to his line of business.

W. M. GEIER

It needs but little argument to point out the importance of an automobile painting and enameling works in the city of San Diego, for automobiles are becoming more and more in general use in our city every day, both for pleasure and commercial uses. One of the most important establishments of this kind is that of W. M. Geier, located at 541 Front street. He makes a specialty of fine auto and carriage painting, motor cycles, bicycles and all kinds of baked enameling. Mr. Geier before locating in San Diego conducted a similar business in Colorado Springs, Colorado, for many years, where he was very successful. He is an expert in his line and his works are located in a substantial concrete building at the above number on Front street. His phone is Home 2214.

Postmaster Bartholomew

In these days when the public eye is upon all officials and the manner in which they conduct their respective offices is open to criticism upon the smallest pretext, it must be a source of satisfaction to those who conduct the business of their public trust in a conscientious manner and without prejudice toward any one. In this respect we have reference to Postmaster Bartholomew, who has been in charge of the San Diego postoffice for the past four years, during which time it has grown to more than double in the amount of business transacted. With all the inconveniences that have arisen during the rapid growth in population in San Diego the past four years to retard the work of the postmaster in the way of securing more help, moving into larger quarters, installing substations, extending rural deliveries and many other important changes, Postmaster Bartholomew has kept pace with his work and given entire satisfaction to a very large majority of the citizens of San Diego, who would be pleased to see him retained in his present position.

H. G. FENTON, Contractor

It is almost needless to inform our readers that San Diego is the home of some of the best contractors in the state of California. A leading excavating contractor here is H. G. Fenton, who is a practical expert at the business, and this is supplemented by a wide experience, and he is very honorable in carrying out all contracts. Enterprising and progressive, he promptly furnishes estimates for all kinds of excavating, and his calculations will always be found very moderate in amount. He is the only contractor in the city who uses a steam shovel in excavating for buildings. A feature of Mr. Fenton's business is taking large grading and excavating contracts and he has handled some of the largest in the city and county. Every contract he takes he fills satisfactory and always has a number of contracts on hand. Mr. Fenton is a progressive citizen and substantial business man. His office is at Room 6, 855 Fifth street in the Fox-Heller Building.

DR. LOUISE C. HEILBRON

Osteopathy is the science of natural resistance, relief and recovery, and the art of controlling, promoting, directing and assisting to the end of maintenance of health, relief of distress and recovery from disease. This is a very concise delineation of the principles of a science which is receiving every day demonstrations at the hands of Dr. Louise C. Heilbron, who has finely appointed offices in the Union Building. Those who are suffering from various forms of ailment and are tired of the too frequent use of drugs will appreciate the osteopathic treatment. It is a cure for all ills known to the human body. Dr. Heilbron who is one of the number of Osteopaths practicing in San Diego has been eminently successful since she first came here in the year 1900 and has enjoyed a lucrative practice among our best people. She has won a place of distinction among our citizens whose appreciation of honor and integrity is evidenced by her continued patronage and good will. She is giving her patrons the benefit of her years of training and experience and ministering to the ills of suffering humanity.

Commercial Interests of San Diego

HARRY FISHER & CO.

There is no line of business in our city which adds more materially to its importance than a reliable insurance agency. An institution of this kind representing companies of reliability and sound financial strength that pay losses promptly in full without dispute is the kind of companies that Harry Fisher & Co. represent. People entrusting their insurance business to this firm are safe in their judgment and will have protection to the fullest extent. If you have a loss by fire they make prompt adjustments and your claim is paid in the quickest possible time. There is no fire insurance firm anywhere that bears a better reputation for honorable and fair dealing than that of Harry Fisher & Co. They are now located in their new quarters, 1050 C street, in the Savoy Theatre Building, where customers are received courteously and given prompt attention.

F. T. GREEN, PLATER

A very serviceable concern and one that has been deservedly successful since its establishment, four years ago, is that of Mr. F. T. Green, plater, who is an expert in his line and understands every detail of his business. He does replating and refinishing in gold, silver and nickel. Anything in the line of replating and refinishing will be done on short notice and guaranteed to give satisfaction. The equipment of this concern is complete with every appliance for turning out high class work. He makes a specialty of hotel and automobile work and his prices are reasonable. Mr. Green gets a large amount of work in the city and has built up a large and increasing business. Mr. Green is prompt and honorable and deserving of success. His place of business is located at 627 Seventh street. Phone: Home, 2489.

DEPOT BAR

Among the many lines of local trade which flourish here, the bar and refreshment resorts occupy by no means an insignificant place, and have done much towards the general prosperity of the city, and of the many resorts throughout the city we would mention the Depot Bar, located at 501 D street, of which Mr. Schuler is the proprietor. This place occupies a spacious and convenient main floor. The bar and fixtures are modern and up-to-date, and the place is cheery and inviting. Over its counter are served the best brands of imported and domestic wines, liquors, and cigars, as well as San Diego beer, which is always fresh on draught. Mr. Schuler, the proprietor is always willing to help any cause for the good of San Diego.

WESTERN EMPLOYMENT AGENCY

The above is a prominent concern doing business at 844 Fourth street. This enterprise has been very successful, and has been the means of procuring many men and women desirable situations. They furnish all classes of reliable help for both city and country, and always have a list of good places to be filled, as well as a list of applications consisting of first-class help of every description in all lines. All calls for help are promptly answered. Phones: Home, 3588; Sunset, Main 833. Mr. Harry S. Beatty is the manager of this reliable agency.

LYNNELL'S

In every city there are examples of those whose special business pursuits, whose record for unflinching integrity, undaunted energy and untiring industry make them objects of note, not only in their special field of labor, but wherever commercial reputation is recognized and respected. Mr. H. J. Lynnell is one of these persons. He is the manager of the well and favorably known store of Lynnell's Furniture Company located at the corner of Sixth and H streets. This immense building is stocked with a large variety of goods. You can find anything in furniture, carpets, stoves, curtains, rugs, matting, window shades, draperies, etc. This company pride themselves that from a close study of the art of buying they have become able to sell a little better article at a closer margin than most of their competitors. Long time credit, liberal terms and low prices have made their business a success.

MACRIS' CONFECTIONERY

To persons with a "sweet tooth" who enjoy all that's best in good, wholesome candy, it is a pleasure to deal at Macris'. Mr. C. K. Macris since establishing business in San Diego has grown from a small beginning to be one of the important confectioners of the city, due to the reliability and purity of his goods, by which he has made many patrons and friends. Being a thorough and experienced manufacturer, he superintends the making of all his goods, and his factory has received special commendation from the board of health inspectors for its strictly sanitary and cleanly conditions, that are insisted on by Mr. Macris at all times. He has opened a new and well-appointed confectionery and ice cream parlor in connection with the O'Neil Drug Co., at 958 Fifth street, while his location at 739 Fifth street will be maintained as a branch. All the luxuries of the confectioner's art will be temptingly displayed at both places and will consist of his famous ice cream, chocolates, bon-bons and other goods, all strictly pure and home manufactured in his own shop. To visit Macris' once is to do so always.

BENTON HORSE AND MULE MARKET

Not all the ambitious men of this western country have gone into the learned professions, such as law and medicine. We have now, and always will have, a large number of able and intelligent men who prefer an occupation that brings them into closer touch with every-day life. To this class belongs Mr. Benton, who established himself in the horse and mule business. He sells horses and mules. His place of business is located at Ninth and I streets, and is perfectly equipped and arranged for their proper keeping. Mr. Benton is thoroughly qualified to take care of stock, making a specialty of handling first-class horses and mules. He is an expert in this line, having been in the business 45 years. His first shipment to California was in 1885. He is doing a splendid business in selling and trading horses and mules, and his patrons find him honorable and fair in all his dealings. We recommend Mr. Benton to our citizens through the columns of our Enterprise edition.

MILLS & O'FARRELL

Among the attorneys who have given the bar of San Diego especial distinction for its high degree of intellectual ability, Messrs. Mills & O'Farrell are deserving of more than a mere passing word of credit. They form one of the strongest law firms in the city who have been in the practice here for over twenty years, and for ability and success in practice are not excelled in any city or country. In making such comparisons the antecedents of the men in connection with their adaptability to time and place are to be considered. Legal practice in a new and growing country where such practice must be applied to the ever changing conditions incident to multiplying interests of industry and commerce has no parallel in the conditions of society that moves along in the groove of old established and settled ways. Their work requires a veritable genius and a wide range of learning in the law, and such are the characteristics of Messrs. Mills & O'Farrell. They have fine offices at rooms 908-910 American National Bank Building. They conduct a general law practice and have a large and influential clientele.

BENTLEY BROTHERS

As an evidence of what enterprise and careful buying will accomplish, we have only to point to the well-known firm of Bentley Brothers, whose lumber business is located at Tenth and University avenue. They have developed a progressive and enviable business through their honest and reliable business methods that few enterprises enjoy. They carry a complete and well selected line of lumber for all purposes, as well as cement and other supplies. They are among the firms who are looked upon as being one of the most reasonable priced firms in the lumber business in the city. Before building it is well to call on this concern and get their prices, as well as to examine their excellent grade of materials. Bentley Brothers are experienced and progressive business men, and it is worth your while to call and see some of their bargains in lumber they have to offer.

EUREKA PAINT COMPANY

The above named firm has become one of the leading sources of supply for the materials of artistic utility, which have given San Diego's homes many of their features of beauty. The Eureka Paint Company is located at 1205 F street, where they carry a large stock of paints, wall paper, oils, varnishes, etc. They are agents for Berry Varnishes and Ivoroid Paints. The attractive merchandise to be found in this establishment is in nowise so much a representation of the art, as is Mr. H. McKechnie, the manager, himself, who is an artist in the line of paper hanging, decorating, kalsomining, painting, both house and sign work. He has been established here as a leading painter and decorator for a long time and has executed some of the most artistic interior work in many of the homes and other buildings in the city. Estimates given, and all orders promptly executed. Phone: Home, 3021. It is such men as Mr. H. McKechnie that have finished the many beautiful homes for which our city is well known.

Commercial Interests of San Diego

HOTEL CECIL AND BAB'S GRILL.

San Diego, with its eternal summer and its many resources and opportunities conducive to health, business, rest, pleasure and sport, has become a Mecca for thousands of winter and summer tourists, who come here to escape the rigors of eastern or northern winters or the suffocating heat of an inland summer, and has gained an enviable reputation among travelers as a city of ideal entertainment facilities. Many costly hotels and apartment houses have been provided for visiting guests and our own people. Of those the Hotel Cecil, just recently completed and furnished and thrown open to the public, is one of the most palatial hostelrys in the whole Southwest. It is eight stories in height of modern reinforced concrete construction and contains the latest essentials known to modern times. The Hotel Cecil is fire-proof in every sense of word, being constructed throughout of non-combustible materials. It contains a handsome lobby furnished with an adequate number of lounging chairs and divans. Its ladies, and gentlemen's dining-room and grill is one of the handsomest and most unique on the Pacific Coast. This feature of the hotel is under the personal management of Mr. James H. Babcock, who has gained a wide reputation throughout the country by making "Bab's" Restaurant of San Francisco known from the Atlantic to the Pacific. Service is a la carte at prevailing prices. The grill room is beautifully decorated and is becoming one of the most popular dining places in San Diego.

The ladies' reception and writing room is another beautiful adjunct to the Cecil. It is handsomely furnished and has a beautiful palm court in the rear. The guests' chambers are furnished in keeping with all the other elegant features of the hotel and each chamber has its private bath, long distance telephone, hot and cold water and pure running ice water. The Hotel Cecil is built in such a manner that all the rooms are outside rooms with plenty of fresh air and light. Mr. W. M. Dickinson, the manager of the hotel, is a gentleman of long and successful experience in the hotel business, having managed some of the best hotels in the United States. The hotel is operated under the Cecil Hotel Company and consists of W. M. Dickinson, president; Wm. A. Cassel, vice-president; C. A. Blodgett, treasurer; J. H. Babcock, secretary, and Frank B. Cole. All these gentlemen are men of wide experience and well-known business integrity. The rates of the hotel are \$1.50 to \$2.50 per day. Free busses meet all trains and boats. The Hotel Cecil is located on Sixth street, between B and C streets.

SAN DIEGO SODA WORKS

While San Diego has many enterprises whose fame has extended beyond the borders of our city, none of them sustain a higher reputation for excellence of their goods and for honorable business principles and fair dealing than that of Mr. Gustav Gaekl, the proprietor of the San Diego Soda Works, located at 450 Logan avenue, where they have an up-to-date plant, equipped with all the latest machinery for the bottling and manufacturing of mineral waters, soda, carbonated beverages, etc. The water is triple-filtered

before it is used, and pure sugar and flavors are always consumed in making the beverages, which are bottled and carbonated by machinery. The product of this firm will be found in all the best refreshment resorts in the city. Mr. Gustav Gaekl is an old resident of San Diego, and is one of our most honorable and upright business men.

SAN DIEGO TYPEWRITING CO.

This city has been fortunate in attracting people of strong character and sterling worth, and its progress and advancement is largely due to their zealous efforts and untiring energy in developing the resources of this section, and among those who have given the city an impetus by becoming a resident here, is Mr. E. L. Warren manager of the San Diego Typewriting Co., whose energies are devoted to the interests of The Royal Typewriter, with offices at 1194 Sixth street. They rebuild typewriters of all makes, as well as sell, rent and repair them. They carry a complete line of typewriter supplies, all at the lowest prices. The manager of this firm is pleasant and courteous to deal with and you can depend on what he says. He has been connected with the business many years and is an expert in this line. To his careful judgment is due in a large measure the success the company enjoys. For further particulars phone Home 1682.

GOODYEAR SHOE REPAIRING CO.

Few establishments in the city are doing a more widely serviceable business than the Goodyear Shoe Repairing Company, located at Fifth and F streets, under Hazelrigg's Drug Store. They have a well equipped shop for repairing shoes on a large scale and a force of several expert workmen, and all requisite facilities for quick and strong work. They do both hand and machine work on all kinds of footwear. Shoes are called for and delivered the same day, by calling Phone Main 3241. Their prices are reasonable, Men's sewed soles, 75c; Ladies' sewed Soles 50c; Heels Men's 25c; Ladies' 25c; Rubber Heels 40c. They use only the best oak soles and guarantee all their work. They sew half-soles while you wait, using the Goodyear welt repairing system. This establishment is gaining popularity every day among the people of San Diego, and vicinity by turning out first-class work and through courteous treatment to their patrons.

SAN DIEGO DESK CO.

The flourishing business carried on under the above name is a living testimony of what can be done when the right sort of push and the proper amount of perseverance is applied to it. Mr. G. H. Webb, manager of the San Diego Desk Company established this enterprise amidst plenty of competition on all sides, yet so serviceable a business has he conducted and so favorably does his work compare with the very best of its kind anywhere that today the San Diego Desk Company is one of the dependable institutions of the city. Its location is 1234 F street, where they make a specialty of Office Furniture. Mr. Webb has made a study of this work and aims to give good work at reasonable prices. For a trial order call, Phone Home 4966.

THE PORTOLA CAFE AND OYSTER BAY

San Diego's reputation for superior eating houses is well known through the state. In this connection we wish to mention The Portola Cafe and Oyster Bay, which has recently opened their new and up-to-date cafe at 1244 Fifth street. Being so favorably located they cater to both transient and resident people, and by giving positively the best service and edibles of the most select kind have won for themselves a patronage that few others have accomplished. The fixtures of the Cafe are handsome; and cleanliness and neatness prevails throughout. The Cafe makes a specialty of French dinners every Sunday including wine at 75 cents, and also their famous Fish Dinners every Friday for the very reasonable charge of forty cents, both of which have become very popular with the public. They give special attention to after Theater Parties, having private booths for Ladies' and Families. Only experienced waiters are employed. The proprietors of this popular place are capable and efficient in their special line, and their business venture has been a most gratifying success from its inception.

AMERICAN PACKAGE DELIVERY

There is no branch of commercial activity which does not find in San Diego able and worthy representatives, and especially is this true in the handling of merchandise. One of the best concerns engaged in this business is the American Package Delivery, located at 826 Third Street. This firm makes it a point to deliver promptly any article of merchandise or parcel trusted to their care, and in doing this they are building up a very large business, and their standing among the merchants and business men of San Diego is of the best. The proprietors of the American Package Delivery have in addition to their regular wagon delivery added a special motorcycle delivery, which is an important feature in their delivery business and furnishes the merchants very rapid service in getting rush parcels to their customers. The proprietors of the American Package Delivery are C. S. Maher and W. H. Talbutt, who are very obliging and accommodating. Their phones are main 1961 and Home 4509. Residence Phone, Main 2765.

THE PLAZA BAR

The city of San Diego has many excellently equipped thirst parlors, and of these one of the popular and extensively patronized is The Plaza Bar, located at 1128 D street. This saloon is one with the merits of which hundreds of San Diego people are familiar and as a result enjoys a most gratifying patronage among all classes. The Plaza Bar carries an unexcelled stock of high grade Rye and Bourbon Whiskies, and has on hand the finest imported and domestic wines and liquors, and these are served by courteous attendants. The Plaza always has fresh and cool draught and bottled beer on hand and it is served in the most pleasing manner. Mr. A. B. Gordon is the enterprising proprietor and is well known throughout San Diego and has many staunch friends. He thoroughly understands the art of catering to the public and is highly deserving of the patronage he receives.

Cash's Nursery

THOS. CASH, Manager

Nursery Located at Pacific Beach, Cal.
Main Office and Sales Yards at 521 Sixth Street, San Diego



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